

# American Gas *Association* MONTHLY

A Significant Gas Convention

Gas Aids in National Defense

Air Conditioning Opportunity

Engineers Study Defense Needs

Accountants Probe Regulation

*November*



1940

VOLUME XXII NUMBER 10

# **A. G. A. RATE SERVICE**

PUBLISHED IN LOOSE-LEAF FORM, THIS SERVICE CONTAINS OVER 500 PAGES (8½" x 11") OF COMPLETE AND ACCURATE INFORMATION RELATIVE TO GAS RATE SCHEDULES THROUGHOUT THE COUNTRY. THE VOLUME IS KEPT UP-TO-DATE BY SUPPLEMENTARY SHEETS ISSUED MONTHLY, INCORPORATING CHANGES IN GAS RATES AS THEY OCCUR.

## **THE A. G. A. RATE SERVICE CONTAINS**

Complete gas rate schedules in effect for practically every community in the United States and Its Possessions, also Canada and Newfoundland, together with information on heating value and type of gas supplied.

Complete list of gas companies and communities supplied by each company.

Lists of gas companies having special rates for water heating, house heating, refrigeration and air-conditioning.

List of companies and communities where thermal rates are in effect.

### **PRICE TO MEMBERS**

Initial Subscription—\$10.00 per year;

Renewals \$8.00 per year

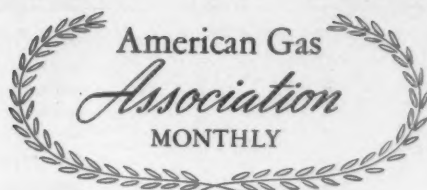
### **PRICE TO NON-MEMBERS**

Initial Subscription—\$15.00 per year;

Renewals \$10.00 per year

## **AMERICAN GAS ASSOCIATION**

**420 LEXINGTON AVENUE,  
NEW YORK, N. Y.**



# CONTENTS FOR NOVEMBER 1940



October was inventory time for the gas industry. A lot of people looked at it through many glasses, found its stock in good condition, its morale high, and its future secure under all predictable conditions. This inventory was made by specialists in all branches of the industry; it was substantiated by impartial experts from other walks of our economic life; its accuracy cannot be questioned nor the soundness of the industry be disputed. . . . Among the greatest assets put down on the plus side of the ledger was the progressive spirit and enthusiasm of the industry's personnel. It was this which made the annual convention among the most successful ever held. . . . This issue carries the results of this annual stock-taking. It shows the entrance of a great new element in the industry's thoughts and actions—National Defense. The gas industry has already taken positive steps to aid this program. . . . The convention deliberations showed that much progress has been made since the World War and that gas can be of greater service than ever before. . . . It showed, furthermore, that the gas industry is fully prepared to defend its own markets and to take advantage of its new opportunities.

PAGE	
371	Another Milestone—National Defense Is Keynote of Convention
376	Herman Russell Wins Gas Industry's Most Coveted Award
377	The President Takes Stock of the Gas Business.....WALTER C. BECKJORD
379	Arming the Nation—Gas Industry Takes Stellar Defense Role.....FRANKLIN T. RAINEY
381	Gas Industry Mourns Loss of First Association President
383	Cuff Notes on the Convention
384	Natural Gas Holds Convention Spotlight
388	Who's Who Among Newly-Elected American Gas Association Officers
391	Fifth Big Job—What Air Conditioning Offers the Gas Industry.....DR. WILLIS H. CARRIER
391	Recipe for a Convention
395	National Affairs and Accounting Methods Share Interest at Convention Sessions
396	Popular Luncheon Meetings Probe Accounting Problems in Clinic Fashion
398	National Accounting Conference to Be Held in Detroit
400	Effective Domestic Sales Program Brings Gas to New Popular Peak
403	Popular Home Service Breakfast Stresses American Way of Living
406	Industrial Sessions Feature National Preparedness and Executives' Panel Discussion
409	Going Ahead with Industrial Gas
410	Technical Men Survey National Defense Needs, Explore Major Operating Problems
415	Water Heater Requirements Revised
416	Personnel Service

SUBSCRIPTION • \$3.00 A YEAR

Published eleven times a year by the American Gas Association, Inc. Publication Office, American Building, Brattleboro, Vt. Publication is monthly except July and August which will be a bi-monthly issue. Editorial Offices, 420 Lexington Avenue, New York, N. Y. Address all communications to American Building, Brattleboro, Vermont, or to 420 Lexington Ave., New York, N. Y. All manuscript copy for publication should be sent to the editorial offices in



New York. The Association does not hold itself responsible for statements and opinions contained in papers and discussions appearing herein. Entered as Second Class Matter at the Post Office at Brattleboro, Vermont, February 10th, 1922, under the Act of March 3, 1879.

Cable Addresses: American Gas Association  
AMERIGAS, NEW YORK  
American Gas Association Testing Laboratories  
AMERGASLAB, CLEVELAND



T. J. STRICKLER, of Kansas City, Mo., newly elected president of the American Gas Association. Mr. Strickler is vice-president of the Kansas City Gas Company. For a brief sketch of his distinguished career, please turn to page 388





JAMES M. BEALL, *Editor*

## ANOTHER MILESTONE

### .... National Defense is Keynote of Convention

NATIONAL defense was the dominating theme of the twenty-second annual convention of the American Gas Association which filled four eventful days from October 7th to 10th at Atlantic City, N. J. From the opening of the first general session when Dr. Harold G. Moulton, president of The Brookings Institution, spoke on "Industry in a Changing World" until the gavel sounded to end the most significant convention in many years, the sessions were keyed to this major theme. It was apparent that men's minds were riveted to the critical international crisis that threatens their way of life if not their existence.

The ramifications of national defense were touched in some way at every meeting. The subject was thoroughly explored in a forthright address by Franklin T. Rainey at the second general session, referred to again by other distinguished speakers at this session, and finally by Dr. Harvey N. Davis at the concluding general session. It had a prominent place in the deliberations of the accountants and it invoked the most vigorous discussion of the convention in the technical meetings following P. T. Dashiell's paper. It was the center of a searching symposium at the industrial gas meetings and even bobbed its head at the home service breakfast.

That the gas industry is alert and prepared to take a vigorous part in the national defense program no matter where it leads, was evident in the size of the attendance and the earnestness of the discussions. Just short of 3000 delegates from this country and Canada were registered. This number exceeds the registration at the last convention in Atlantic City by more than 600 persons.

Comment after the convention disclosed the undisputed fact that the gas industry today is more optimistic, more confident and better prepared for the future than at any time in its existence. The dark international clouds in no wise served to quench this optimistic spirit which was manifest throughout the convention.

While the fast-moving stream of world events made national defense the keynote, there were strong undercurrents of thought on other vital problems affecting the gas industry. Able speakers called for more and better sales activity, a new organization for fundamental research, consumer protection, more aggressive advertising, sound financing, improved accounting methods, greater technical efficiency, and many other signposts of progress.

The first general session opened with the reading of messages carrying the greetings of scores of national and international bodies, including a significant message from the Society of British Gas Industries which is reproduced elsewhere in this issue of the MONTHLY. This was followed by the report of the treasurer, Ernest R. Acker, of Poughkeepsie, N. Y., which showed that the Association is in a sound financial position and well prepared for the exigencies of the new year.

Closing a year in which his tremendous energy and sound judgment made itself felt throughout the gas industry, Walter C. Beckjord, vice-president and general manager of the Columbia Gas and Electric Corp. and retiring president of the Association, conducted the general sessions program with clocklike smoothness. In an outstanding address, he gave the highlights of the Association year during his administration and also discussed the major problems facing the industry today.

In his address, President Beckjord voiced the warning that the gas industry is spending insufficient money for promotional work to take care of the development expense of an industry of its size and importance. "The gas industry," he said, "with a combined investment of four and one half billion dollars, spent less than 3 per cent of its gross revenue last year for promotional work. No industry can afford to let its sales bog down during times such as these when competition is growing keener and the scramble for the consumer's dollar is becoming more intense." This state-



Winners of flights to Bermuda in the nationwide gas refrigeration contest, this group took off in the Yankee Clipper on October 10 after being seated at the convention. Those who made the flight are listed on page 401. At left are prominent guests who made the trip. Left to right: Louis Ruthenburg, president, Servel, Inc.; B. T. Franck, chairman, Refrigeration Committee; J. W. West, Jr., secretary, Commercial Section; C. W. Berghorn, managing director, A.G.A.E.M.; George S. Jones, Jr., vice-president and general manager, Servel, Inc.; Clifford E. Paige, President, The Brooklyn Union Gas Co.; and W. E. Derwent, president, A.G.A.E.M.



ment was substantiated later in the program by the results of a survey of public opinion cited by Elmo Roper of *Fortune Magazine*.

President Beckjord said that, despite changed habits of the American people, the sales of gas for domestic use are today almost at their peak. Total sales of gas, both manufactured and natural, for all purposes, during the twelve months ending August 1 showed an increase of 8.5 per cent over the preceding year. He urged the gas industry to find new markets and to see particularly that the air conditioning market is fully developed and promoted.

The next speaker, Dr. Harold G. Moulton, president of The Brookings Institution, Washington, D. C., prefaced his remarks with a high tribute to President Beckjord and the gas industry which, he said, "has shown industrial statesmanship." Dr. Moulton then proceeded to deliver a timely and interest-packed address to a capacity audience.

A noted economist, Dr. Moulton predicted that the business boom from

the preparedness program should lower commodity prices rather than raise them. He pointed out that "our production facilities in most lines are being used at much less than capacity. Therefore, unit costs will tend to decrease as output expands. Except in shipbuilding, aviation and some specialty lines, the expansion can be done largely by taking up the slack in the industrial system. It is only when we reach the stage of shortage, involving use of less efficient labor and equipment, that costs and prices need rise."

After the war, Dr. Moulton said, as soon as readjustments are made, industry should be able to continue full speed because the needs for modernizing industrial plants, equipment and housing will be accumulated even then more than now.

Emphasizing the fundamental interdependence of the appliance manufacturers and the gas companies, Frank H. Adams, president of the Association of Gas Appliance and Equipment Manufacturers, called for a united front of these bodies in a clear-cut, provocative address which opened the second general session of the convention.

The principal policies on which a united front is needed, Mr. Adams stated, "are those relating to quality

of equipment, price and sales promotional activities." He urged the utilities to emphasize quality of gas appliances and not price. "In this policy, you have common ground and can have a united front with both the manufacturer and the independent dealer." He cited the CP Range program as a long step in the right direction of "selling up" in quality rather than down in price.

#### Consumer Movement

The consumer movement has all the earmarks of being permanent because it is founded on intelligent principles,

Walter C. Beckjord, of New York, congratulating his successor as president of the American Gas Association, T. J. Strickler, of Kansas City.



John Benson, president of the American Association of Advertising Agencies, told the convention. The principle of helping consumers buy intelligently what they need is important under normal conditions and indispensable in a national crisis when every dollar must be made to count, he pointed out. Business is meeting this movement with more frankness in its advertising, he stated, but warned that "people are much more concerned in what an article will do for them than they are in how it is made or the specifications of it."

Further attention was paid to the consumer movement at the home service breakfast attended by several hundred home service directors and sales executives from all parts of the country. At this breakfast, Major Alexander Forward, managing director of the American Gas Association, spoke out forcefully. He said that the consumer movement is no bogey man, no red menace, no campaign slogan of a party or a pressure group, but is a real movement, which has come from the grass roots and is here to stay. He said that bills will be introduced in a number of the state legislatures next January looking toward methods to protect the consumer and that this subject will be an issue in Congress.

"Instead of lessening as time goes on the consumer movement will become more powerful as the younger generation grows up," Major Forward predicted. "It may be reckoned with by every kind of business."

Major Forward said he was opposed to the government establishing a department of the consumer. Instead, he urged that industry solve this problem through accurate labeling, truthful and informative advertising and adequate education. The gas industry has recognized standards of appliance construction and performance which permits it to go into court with clean hands and it need fear no regulation from state and national agencies, he said.

The importance of home service work in any national emergency requiring food education was stressed by President Beckjord at the same breakfast meeting. He declared that the highly organized group of 1,300 home service directors of gas companies throughout the United States could render valuable service if any sudden

rationing of foods in this country is required.

A strong appeal for united support of the drive to establish a long range program of fundamental research was presented to the general session by Frank C. Smith, president of the Houston Natural Gas Co., Houston, Texas. Last year as chairman of the Special Committee on Fundamental Research, Mr. Smith made an address to the convention recommending that the gas industry undertake such a program. His address appeared in the November issue of the A. G. A. MONTHLY.

Reflecting a year of intense activity, Mr. Smith reported on the studies of the Research Institute Organization Group which proposes the establishment of the Institute of Gas Technology for the primary purpose of conducting pure or fundamental research and to educate selected graduate students in special subjects. The job of the Institute, Mr. Smith said, "will be to conduct all research work of the industry that may be determined as having major interest for the industry as a whole, and such problems of specific interest to individual members as they may wish to submit and finance."

#### More Research Needed

A survey of 463 gas companies in the United States, conducted by the research group, indicated that 40 utilities are conducting some research and that 17 are having research conducted for them, all at an annual cost of \$362,000, of which about 15 per cent, or \$55,000 a year is expended on fundamental research. This amount is woefully inadequate and falls far short of the annual average expenditures of



A notable group at the convention. Left to right: Dean H. Mitchell, president, Northern Indiana Public Service Co.; Herman Russell, past president of the Association; Walter C. Beckjord, retiring president; T. J. Strickler, newly elected president, and Alexander Forward, managing director

other industries, Mr. Smith declared. The report of the Research Institution Organization Group covering all details of the entire project has been printed.

Any rearmament effort, no matter how great, will find the gas industry adequately prepared to do its part, Franklin T. Rainey, of the Ohio Fuel Gas Co., and chairman of the Association's Industrial Gas Section, said in an address which struck a responsive chord. He warned the industry, however, to regard seriously the possibilities of sabotage and damage to gas plants and said now was the time to prepare for any future emergency.

#### National Defense Program

"During the last war, the gas industry lacked trained industrial personnel," Mr. Rainey said. "Today the in-

A highlight of the convention was this Home Service Breakfast which emphasized the "American Way of Living"





## New Association officers

**PRESIDENT**—T. J. Strickler, vice-president and general manager, Kansas City Gas Company, Kansas City, Mo.

**FIRST VICE-PRESIDENT**—George F. Mitchell, president, The Peoples Gas Light and Coke Company, Chicago, Ill.

**SECOND VICE-PRESIDENT**—George S. Hawley, president, The Bridgeport Gas Light Company, Bridgeport, Conn.

**TREASURER**—Ernest R. Acker, president, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.

**DIRECTORS—TWO YEAR TERMS**—John W. Batten, vice-president, Michigan Consolidated Gas Company, Detroit, Mich.; A. F. Bridge, vice-president and general manager, Southern Counties Gas Company, Los Angeles, Calif.; James A. Brown, engineer in charge of gas operations, The Commonwealth & Southern Corp., New York, N. Y.; D. W. Harris, vice-president and general manager, Arkansas Natural Gas Corp., Shreveport, La.; Conrad N. Lauer, president, The Philadelphia Gas Works Company, Philadelphia, Pa.; H. N. Mallon, president, Dresser Manufacturing Company, Bradford, Pa.; F. H. Payne, president, American Meter Company, Erie, Pa.; Herman Russell, president, Rochester Gas and Electric Corp., Rochester, N. Y.; N. T. Sellman, assistant vice-president, Consolidated Edison Co. of New York, Inc., New York, N. Y.; Marcy L. Sperry, president, Washington Gas Light Company, Washington, D. C.; P. S. Young, chairman, Executive Committee, Public Service Electric and Gas Company, Newark, N. J.

dusty is fortified with thousands of trained and experienced industrial engineers who have won the confidence of industry."

"We have developed many types of industrial furnaces which make available better steel, bronzes and other metals than formerly," he continued. "We have furnaces which prevent softening of metal surfaces and other furnaces which harden metal surfaces. As a result of these new uses of gas as a source of heat and of new methods of heating and new equipment we have made possible a greater production of superior metals at less cost. Thousands of defense products will be dependent in their making upon gas. Gas will be used to melt, forge and heat treat all types of shells so as to increase their destructiveness."

Mr. Rainey said that thanks to the gas industry's recent research armor plate for tanks now requires a heating

cycle of only 100 hours, against 400 to 600 hours required during the last war. Moreover, he pointed out, this new armor plate is a far superior product.

"Gas now surpasses any heating medium in accuracy of temperature control, uniformity of heating, atmosphere control, heat distribution and speed," Mr. Rainey declared. "Our industry has completed a program of continued progress since the last war, when we had little to offer except a fuel. Since then we have multiplied our production, transmission and distribution facilities many times. Today practically all our major industrial centers are served adequately. Today we have specialists in the art of economical utilization and thousands of engineers

trained for the tasks presented by the program of national defense. We have developed processes and methods which, when applied to the instruments of modern warfare, make possible the superlative qualities expected for use with our armed forces. The gas industry has accepted the challenge presented to it by the national defense program and is ready to carry on."

Fitting another link into the balanced diet of informative and valuable discussions at the convention, Allan M. Pope, president, The First Boston Corporation, New York, N. Y., presented a penetrating analysis of "Financing Today and Tomorrow." He assured the gas industry that any proper financing can be accomplished under present conditions and that there is enough underwriting capital to undertake the commitments offered. "You can do financing today in very large amounts with idle underwriting capital left over," he said.

### Securities Act Discussed

Mr. Pope praised the Securities Act of 1933 for its original purpose but condemned its harassing and aggravating provisions. He said that this act never contemplated creating the problem of private securities sales, yet it intensified this problem and by its own provisions kept it from being solved. He urged the industry to argue against private sales because this practice discriminates against numerous small in-

## For Everyone in '41 It's CP

One of the most colorful and interesting features of the A. G. A. Convention in Atlantic City was the manner in which the group in charge of the Certified Performance Range Program put over the campaign slogan "For Everyone in '41 It's CP." Everywhere the conventioneer turned, he was greeted by this slogan in some unique and novel manner.

If he went promenading on the boardwalk, he was sure to be accosted by a rolling chair, lavishly bedecked with tinsel and the CP seal and pushed by a colored man in full dress from patent leather shoes to top hat, offering him a lift, or a beautiful girl who would tell him all about the CP program. If he kept his eyes on the ground when he entered the convention hall, a huge CP seal was there under his feet; if he perchanced to look at the beautiful blue sky, there was an airplane dragging the slogan in huge smoky letters. If he went into his favorite restaurant, there it was again, with the congratulations of the management on the program.

It was on the billboards; it was on the convention program; it was on the menu; it was even a part of the food he ate, for doughnuts served at the Home Service Breakfast were cut in the shape of the CP seal. It's a wonder the delegates didn't get CP-itis, that new and fatal epidemic—fatal, that is, to all gas industry competitors.

Orchids to Bob Agee, who was responsible for this super-showmanship.



A CP pickup—Miss Certified Performance takes Herman Russell, of Rochester, and President-Elect T. J. Strickler, of Kansas City, for a ride in the CP rolling chair

## New Chairmen for 1940-1941

**ACCOUNTING SECTION:** Chairman—E. N. Keller, Philadelphia Electric Co., Philadelphia, Pa.; Vice-Chairman—Lyman L. Dyer, Lone Star Gas Company, Dallas, Texas.

**COMMERCIAL SECTION:** Chairman—R. J. Rutherford, Worcester Gas Light Co., Worcester, Mass.; Vice-Chairman—E. J. Boyer, Minneapolis Gas Light Co., Minneapolis, Minn.

**INDUSTRIAL GAS SECTION:** Chairman—H. Carl Wolf, Atlanta Gas Light Co., Atlanta, Ga.; Vice-Chairman—George F. B. Owens, The Brooklyn Union Gas Co., Brooklyn, N. Y.

**MANUFACTURERS' SECTION:** Chairman—Watson E. Derwent, Geo. D. Roper Corporation, Rockford, Ill.

**NATURAL GAS SECTION:** Chairman—Harry D. Hancock, Gas Advisers, Inc., New York, N. Y.; Vice-Chairman—J. French Robinson, The Peoples Natural Gas Co., Pittsburgh, Pa.

**TECHNICAL SECTION:** Chairman—D. P. Hartson, Equitable Gas Co., Pittsburgh, Pa.; Vice-Chairman—Harold L. Gaidry, New Orleans Public Service Inc., New Orleans, La.

vestors to the advantage of the favored few.

Turning to the government bond market, Mr. Pope said that it is fallacious to assume that because these bonds are sold at high prices it proves that the credit of the government was never higher. "This fools the public, not the student of economics," he said.

Mr. Pope scored those who proclaim the dangers of inflation and said that there is much misinformation abroad on this subject. He urged the gas industry to spread the information that there is no immediate or necessary price inflation in most lines due to a shortage of raw materials. Our basic raw materials can stand a tremendous demand beyond the present without necessitating material or hurtful advance in price, he contended.

Dr. Harvey N. Davis, president of the Stevens Institute of Technology, in an inspiring address at the final general session, criticized sharply those who hold that prosperity and the more abundant life can be obtained by political reform rather than by increasing production. He urged the mass of voters "to learn that there can be no substitute for hard work and high production as a basis for decent living."

### Medal Awards

A feature of this session was the presentation of the Charles A. Munroe Award to Herman Russell, president of the Rochester Gas and Electric Corp., and a past president of the Association, for having made the most outstanding recent contributions to the gas industry. The Beal Medal for the best technical paper during the year was presented to Raymond F. Hadley, engineer of the Susquehanna Pipe Line Company, Philadelphia for his paper "Studies in Microbiological Anaerobic Corrosion." These awards are reported in detail elsewhere in this issue of the MONTHLY.

Progress in the air conditioning field was reviewed by Dr. Willis H. Carrier, chairman of the board, Carrier Corp., Syracuse, N. Y., who said that in 1939 the dollar volume of installed air conditioning was \$90,000,000, a rise of \$78,000,000 since 1933. He estimated that this volume would be doubled by 1943.

Dr. Carrier, who made the first air conditioning installation in 1902,

called upon the gas utilities to cooperate more closely with manufacturers of air conditioning equipment and pointed out that they had an opportunity to offer gas-using apparatus as an alternative to electrical equipment. This was brought about, he said, by the accelerated rate at which the air conditioning load was taxing the power lines of utilities in certain sections of the country, creating serious power capacity problems.

If the gas industry is to maintain public esteem it must meet the challenge that gas does not figure prominently in the minds of people who envisage progress, Elmo Roper, director of the public opinion surveys of *Fortune* Magazine, told the convention. He declared that the gas industry's product was "better than the industry as a whole." He cited results of public utility surveys to prove his contention that gas was not associated with progress in the minds of the general public. He urged the gas industry to take immediate steps to meet growing

competition by increasing its advertising and promotional activities.

The convention closed on an optimistic note with regard to the gas industry's ability to aid the national defense program. T. J. Strickler, newly elected president of the Association, in a statement to the press, declared that the convention had demonstrated that the entire industry would throw itself enthusiastically back of national defense plans.

"Leading figures of our industry," Major Strickler said, "have conferred here during the convention and those individuals who are guiding the nation's aggressive defense and preparedness program have been assured of our unselfish and unstinted aid. We are better prepared to help promote national defense than we were in the last war and this convention has disclosed many new ways in which we can contribute."

The date and place of next year's convention will be decided subsequently.



This eloquent display in the lobby of convention auditorium drove home the fact that there are millions of antiquated gas ranges in use which provide a ready market for CP gas ranges.



## Urges Management Program To Cement Good Employee Relations



Louis Ruthenburg, addressing the personnel practices group in Atlantic City

THE basic problems involved in management-employee relationships are as old as the industrial era. Louis Ruthenburg, president of Servel, Inc., Evansville, Indiana, told the members of the American Gas Association during their annual convention in Atlantic City, N. J., October 8. Mr. Ruthenburg was the principal speaker at a luncheon conference sponsored by the Committee on Personnel Practices under the chairmanship of H. L. Donaldson, of the Philadelphia Company, Pittsburgh, Pa.

Stressing his conviction that pressure for the solution of the basic problems of employee-management varies with the economic situation, Mr. Ruthenburg pointed out that "this pressure becomes most acute after a protracted period of serious economic distress. Then self-seeking politicians, badly balanced theorists and all manner of social reformers obtain enthusiastic support from chronic malcontents, from the distressed masses and from those who have been led to believe their future is in jeopardy."

### Assails Propaganda

Mr. Ruthenburg scored the agitators who "push our employees toward the conviction that their interests and those of their employers are antagonistic and that only in third party affiliation lies their comfort and salvation." He said that such hurtful propaganda is fostered by many holders of high political office and by the activity of government employees who are paid by wealth and credit created in large part by American business management.

He urged management to compete intelligently and aggressively for the support of the people on the payroll and said that

in this respect management has a selling job to do. He urged it to devote to this problem the same ingenuity, skill and energy that it normally devotes to selling its physical products.

"We must convince our people that their interests and those of management are mutual and that they have more to gain by working partnership with management than by forming third party affiliations and by depending upon the intrusion of self-seeking outsiders," Mr. Ruthenburg said.

## Herman Russell Wins Gas Industry's Most Coveted Annual Award

ONE of the highest honors within the gift of the American Gas Association was conferred on Herman Russell, president of the Rochester Gas & Electric Corp., Rochester, N. Y. at the concluding general session of the Association's annual convention in Atlantic City, N. J. Mr. Russell received the Charles A. Munroe Award for having made the most outstanding recent contribution toward the advancement of the gas industry. The award was made to Mr. Russell "for his accomplishments of a fundamental and permanent nature in the interests of the gas industry."

The award, consisting of a substantial financial acknowledgement and engrossed certificate, was presented by the donor, Charles A. Munroe, of New York, past president of the Association. The award committee consists of Bruno Rahn, chairman, of Milwaukee, Wisconsin, C. L. Campbell, Hartford and D. A. Hulcy, Dallas.

### Sorby Is Runner-up

Honorable mention in connection with the 1940 award goes to E. Carl Sorby of the George D. Roper Corporation for his excellent work in promoting the use of the gas range.

In selecting Mr. Russell for this high honor the committee took into consideration an individual record which is unsurpassed in the gas industry. It has been said of Mr. Russell that he is "the personification of an ideal utility executive and that his accomplishments made the gas industry appreciate itself and the general public appreciate the gas industry."

Mr. Russell, who was president of the American Gas Association in 1936-1937, had headed many important committees of the Association and completed many difficult assignments. He was chairman of the committee which raised the necessary funds to start the gas industry on its present highly successful national advertising cam-

The gas industry should adopt a program to establish the soundest relationship between management and the working force, he advised. Employees must be convinced that they can obtain wage increases by increasing their productive efficiency. He said that such a program must consider shop conditions with respect to safety and sanitation. It must provide for recreation and social activities. It must provide educational facilities for employees to better qualify them for their present jobs and for promotion. It must establish fair courts of appeal from decisions which they feel are unfair. It must see that its supervisory staff has been trained in the intricate art of dealing fairly with the people they supervise.



Herman Russell, left, receiving the Munroe Award from Charles A. Munroe, its donor, at the A. G. A. convention

paign. In 1935, he was chairman of the House Heating and Air Conditioning Committee which produced the report "Economics of Gas House Heating" which developed the fact that large heating loads could be profitably handled by the gas industry.

During the period 1936-1937, coinciding with his presidency of the Association, he developed in his own company a series of studies of the economics of gas and electricity which crystallized the point that the all-electric kitchen idea was not to the interest of either the customer or the company and was profitable only at rates averaging much higher than the cost of gas for such service. To prove that this was a national and not merely a local situation, he presented papers in many parts of the country substituting local rates to prove the points developed in his Rochester study. This work was of far-reaching significance to the entire gas industry.

# The President . . . Takes Stock of the Gas Business

WE are meeting here this week for the express purpose of gaining knowledge of the accomplishments in our industry for the past year, of finding out better ways to do things, to improve our status, and to adapt ourselves to the constant cycle of changing conditions in this country and abroad, in order to keep our operations on a stable basis, to improve our service to the public and to increase our sales.

## Total Gas Sales

The total sales of manufactured gas for the 12 months ending August 1st, 1940 were—383,903,300,000 cu.ft. and for natural gas, for public utilities and electric boiler plants, 1,393,432,600,000 cu.ft. This represents an increase of 8.5% over the preceding year and is a very healthy increase, including industrial and domestic use of gas. The figures from the Bureau of Mines for 1938 show gas used for carbon black and in the field amounted to approximately 1 trillion additional, making a total of approximately 2,400,000,000,000 cu.ft. Production of coal as of today is equivalent to about 12,000 trillion B.t.u. Natural gas supplies 2,500 trillion B.t.u. or about 20%. Total heat distributed in the form of natural gas is approximately seven times that distributed in the form of electricity.

## Appliance Testing

Over 3,400 appliances and accessories were tested in the combined Laboratories in the last year, representing an increase of more than 20% over the preceding year and making an all-time peak. Over 17,000 separate and distinct models are shown in the Laboratories' Directory, representing the products of over 400 manufacturers.

## Research Program

In the research program sponsored by the American Gas Association at the

Cleveland Laboratories, over 250 separate research projects have been covered at a total cost of approximately \$1,000,000, and projects are now under way costing approximately \$70,000 a year. Definite plans are under way for improvement in water heaters and house heating equipment along similar lines to that of the CP range.

## CP Range Progress

The CP range which was developed and made possible by committees of the American Gas Association, has

**Highlights of the Presidential Address of Walter C. Beckjord, vice-president and general manager of the Columbia Gas & Electric Corp., at the annual convention of the American Gas Association.**

been sponsored by a great majority of utilities all over the country, and active and promotional selling campaigns are going forward. There are some 150,000 units now in service and more and more are being sold every day. It has received customer acceptance and proven to our competitors that in this domestic cooking appliance we have a unit that has no equal in this country.

## Gas Refrigeration

To date something over 1,500,000 gas refrigerators have been sold, which is nearly 10% of the total gas customers. This record is all the more noteworthy when it is considered there are over 13,000,000 electric refrigerators in use in the country, sold by the most powerful selling organizations ever developed, and there are countless dealers and jobbers in the country actively pushing the sale of these units, whereas, in general the gas refrigerators are only sold by the utilities themselves.

The sale of gas refrigerators helps



President Beckjord on the roster

immeasurably in holding the kitchen for gas. It has been proven there is a romance in the use of gas in the home, which has a very powerful selling argument. The gas industry is fortunate it has a powerful organization such as Servel, able to carry on its research and development throughout the years, and increase its selling efforts to a point where it is in the replacement market for competing boxes. It has established a place in the sun.

## Air Conditioning Market

The question of new markets brings forth the problem of air conditioning, which is now very much before the industry, and every effort should be made to see that this is fully developed and promoted by all the utilities because it has long since passed out of the laboratory stage and must be tried out in acid test in customer installations before it can become a commercial success.

## Natural Gas Transmission

There has been a large development in natural gas transmission lines culminating in the completion of the line to Detroit of 1200 miles, which is about the largest in the country. To those who have followed the development of transmission lines, it is obvious that industrial and interruptible gas must be obtained in order that a line may become self-supporting, because the load factor of the domestic business is such it cannot support a transmission line without some sort of load to improve the load factor. Load factors of well over 90% have been obtained on some transmission lines, but development of this type of business is neces-

sary, and further reductions in domestic rates have been made by the development of off-peak business.

Transmission lines have been developed as a result of technical improvement not only in building lines, but in constructing compressor stations, and all this has made possible greater application of gas service in the field of house heating, which was formerly called undesirable and dangerous to load factor and to peace of mind on cold days. It is possible through packing the lines and storage of gas, to offset this peak load, and saturations of house heating gas of 10% or more are becoming common. It is necessarily competitive business but up to the point where it can be taken care of by these methods it certainly adds to the increment profit of the utility.

#### *Capital Investment*

A problem I consider one of the most important is the ratio of gross earnings to invested capital. It has taken an undesirable trend in the last few years, which is a dangerous situation because unless the fixed charges on our plant account can be kept down, certainly we are going to become a target for competing enterprises which can be operated on less capital investment.

A study of statistics from the larger gas utilities has indicated many of the additions to capital have been made not to the capital account but for replacements. In fact, over a 10-year period some of these statistics would indicate only about one-quarter of the new money has actually gone into capital investment. This is a serious situation, and perhaps insufficient reserves have been accrued to take care of the wear and tear and obsolescence of the property. This is a matter which should be given very careful study.

There are certain basic laws of economics, which I believe cannot be violated with impunity, and the most important of these is that you cannot spend your way into prosperity. In our business under the capitalistic system, we must spend money to create the ability to render service, but you cannot spend money for monuments of plant expansion without disastrous results.

#### *Promotional Efforts*

The annual budget of the American Gas Association for 1940 was \$437,000 and in addition \$450,000 has been spent for national advertising. The Cleveland Laboratories representing an investment of over \$500,000, has an annual budget of \$250,000, and in addition to this about \$70,000 a year is spent for research to improve domestic and industrial appliances and burners. This is a total of about \$1,200,000 and the combined gross income of the industry, both manufactured and natural gas, is \$838,000,000, so we are spending only about 15/1000 of 1% of the gas industry's revenue for Association work. The gas industry spends less than 1% of its revenue for advertising whereas the automobile industry spends on the order of 17%. The gas industry has a combined investment of \$4,500,000,000 which makes it the sixth largest industry in this country.

A group of manufactured gas companies representing about 52% of the total meters, spent for the year 1939 \$7,700,000 for new business expense including advertising, supervision, salaries, etc. This was approximately 3.9% of the operating revenue. A

group of natural gas companies representing about 33% of the total natural gas meters, spent little short of \$3,000,000 which was 2.1% of operating revenue, so the combined companies spent about \$10,000,000 which is less than 3% of the gross revenue for promotional work. I submit this is not enough to take care of the development expense of an industry the size and importance of the gas industry, and definite means should be provided to improve this situation. Unless this is done our sales effort is bound to suffer, and no industry can afford to let its sales bog down during times such as these. Competition is going to be keener and the scramble for the consumer's dollar is going to be more intense as time goes on.

The gas industry has all the fundamentals for economic success. Its product represents the most flexible and most economic application of heat, wherever heat is used, and with this foundation and the ability, energy and courage to engender new ideas by application, by utilization, by research, the gas industry can continue to go forward and meet all competition successfully as it has in the past and can in the future.

## The British Gas Industry Carries On

The following message from Sir Francis Joseph of London, President of the Society of British Gas Industries, was received in October by W. C. Beckjord, President of the American Gas Association. Sir Francis had expected to attend the Association's Atlantic City Convention, but was prevented by the War.

"The British Gas Industry is making an important contribution to our war effort. Some day when the details are published it will be found that this old industry has once again justified the public confidence it enjoys. It is not resting on its laurels. From the national standpoint its job has been well done.

"Lately, we have been having a number of raids during the day and night. We feel that they will go on. If they do it will not make the slightest difference to our determination to see this job through to the end. There is only one end as far as we are concerned—we are going to smash Nazism and what it stands for. To do that we will risk everything we possess because it is impossible for us to live except we breathe the air of freedom.

"May I be permitted to state our position.

"We are all right for food—the nation is splendidly fed. We are all right for courage—it was never greater. Best of all we are all right for staying the course because we are certain we can last longer than our enemy. Above all things we know we are fighting for eternal principles and to preserve the generations who will succeed us, so rest assured we will never quit until we have made certain that Democracy is the victor."



# Arming the Nation ... Gas Industry Takes Stellar Defense Role



Franklin T. Rainey

**F**IRST and foremost of all problems confronting this country today is that of National Defense. Those of us here today are concerned with it in two respects; first, as citizens for what we may expect in the way of protection and preservation of our democratic ideals; and secondly, as members of a great industry that will play a most important role in the preparation and development of the Defense Program.

## *Our Contribution*

Our greatest contribution will be that of not only furnishing gas to industry, but developing and assisting industry in new and better ways of utilizing our product. This then, will be a cooperative assignment, involving the combined personnel of three great industries; the gas industry, through its industrial sales engineers, the gas equipment manufacturers, and all industries making any specific defense product must all combine their talents to effect with speed and efficiency the desired results.

During the last war, few trained industrial personnel existed in the gas industry. There was little gas-fired equipment, utilizing gas as a fuel, as we have today. Industry used gas fuel, but by means of any make-shift method that could be figured out at the time, by men totally unprepared by experience or training for an assignment of such magnitude and importance. Efficient heating methods and applications had not yet been evolved.

Today, because of systematically

Digest of A. G. A. Convention Address  
By FRANKLIN T. RAINEY

*Chairman, Industrial Gas Section and  
General Sales Manager, Ohio Fuel  
Gas Co., Columbus, Ohio*

planned and far-sighted policies adopted by most gas companies, we are fortified with thousands of trained and experienced industrial engineers with well established contacts that have won the trust and confidence of industry.

This is not the result of the hysteria of the moment, but rather the result of patient and thoughtful consideration to this policy over the last twenty years, enabling us to understand and help solve the many problems of our customers. This has merited and won the customer's confidence to the extent that now he not only solicits, but expects and demands this assistance in solving his industrial heating problems.

## *Industrial Sales Jump*

The importance of such a changed situation is perfectly obvious to all, and as proof and evidence that it actually exists, may I remind you that although the business index this year is below that of 1929, industrial gas sales are 50% greater than in 1929.

Through cooperation between the gas industry and gas equipment manufacturers, there has been developed since the last war, superior methods and heating equipment for industry. These have resulted in the wider availability of better steel, bronzes, and other metals than were formerly obtainable. We now have the inert atmosphere furnaces, with many types of atmospheres, which permit the maintenance of bright surfaces for metals, the reduction of surface oxides on metals, and prevent decar-

burization, or softening, of metal surfaces.

There have also been developed, furnaces for carburizing, or hardening metal surfaces, using gas not only as the source of heat, but also as the hardening agent. In addition, there have been developed many types of continuous furnaces, with heat resisting alloy mechanisms for conveying materials through furnaces operating at high temperatures, under accurate temperature control, exact fuel proportioning, and producing definite results. Through these various combinations, there has been opened to gas new fields of chemical and physical applications, aside from its use as a source of heat. All of this means a greater production of superior materials at less cost.

## *Scope of Defense Program*

How, then, will gas and such equipment be used in furthering additional values in this program for National Defense? The scope and multiplicity of its application is truly staggering to the imagination. Thousands upon thousands of defense products will be dependent in their making upon gas. In fact, there will hardly be an article made, regardless of size, that has not undergone some gas heating application. To enumerate them would be an endless task, but I would like to bring before you some of the more unique and interesting applications, showing the versatility of this fine product of ours.

In the expanding and new army training areas, gas will be required for cooking, baking, water heating, and other operations necessary for the production of food for this ultimate army of three and a half million men. From the first thing the soldier puts on in the morning, his shirt, which required gas for tenter-

ing, singeing, processing, and ironing, to the bedspring on which he lays at night which has been processed and tempered with gas, he will come in contact throughout the day with article after article made serviceable because of gas applications.

Gas will have put into his rifle, through many delicate heating operations, those exacting qualities that make possible the expert marksman. Gas will activate the carbon, or absorbing agent, in his gas mask and produce the glass for his goggles. Gas will be required for melting, forging, nosing, and heat treating all sizes and types of shells so as to increase their range of fragmentation for greater destructiveness, and gas will put into the anti-aircraft guns those qualities for speed and precision upon which their success depends. For the huge sixteen-inch guns, it will be gas that so toughens and hardens the metal to make them capable of sending 3,000 pounds of steel and explosives thirty miles through the air with unseemingly accuracy.

#### *Gas By-Products for Explosives*

In the chemical field, the gas industry will provide many of the materials required. As a by-product of manufactured gas, the most obvious war materials are the explosive bases, toluol, and other benzene homologs. Research is now being conducted on the nitration of paraffin hydrocarbons that may lead to commercial exploitation of explosives said to be far superior even to T.N.T. Also, the availability of chloropicrin, which serves as a linking agent for other chemicals, and in itself a fine lethal gas, may find an increasing use in the field of munitions.

Gas will be required for heating stills, retorts, etc., for the production of nitrous oxide, tear gases, ether, and other chemicals. Gas is almost the sole fuel in the chemical plants producing pure molybdenum and pure tungsten. A new and important development is the production of beryllium oxide and alloying it with copper to give copper the properties of hardness and resiliency equal to that of heat treated carbon steel. Because of its physical and chemical

characteristics, it causes no sparking under abrasion and, therefore, is an all-important attribute to safety where explosive materials are processed. In certain stages of munition manufacturing, much of the explosive hazard has been removed, thanks to beryllium copper, which is prepared exclusively with natural gas.

No article of war has so intrigued the imagination as the modern tank. This movable fortress, capable of travelling at speeds of 40 to 60 miles per hour, must have great destructive dealing qualities in offense, and yet on defense, be able to resist and withstand these same agencies of destruction. Built almost entirely of metal, nearly all parts will have received some form of heat treatment by gas.

#### *Gas Aids Tank-Makers*

The tank interior mechanisms will follow much of the accepted gas applications found in the modern tractor or automobile, although on a more extensive scale because of the greater requirements needed for meeting the more rigid specifications. But its ability to resist modern type warfare will depend upon its armor plate shell. This armor plate must be tremendously hard on its outside surface to resist artillery fire, but its inside surface must be tough and resilient, to prevent shattering. The one fuel that makes this possible today is gas.

Gas not only provides the fuel for some fifteen different heating operations to which the armor plate must be subjected, but also, through chemical action of its carbon contents with the steel, it furnishes that required hard surface to a thickness approximately ten times greater than any similar surface requirement needed in any product of commercial life today.

To approach this quality of product in the last war would have required a heating cycle from 400 to 600 hours in length. Today—thanks to the gas industry's research over the last few years, we are in a position to accomplish a far superior result in approximately 100 hours.

You may be interested in a rough estimate of the amount of gas re-

quired for the many heating operations involved in the production of a tank. For a medium size tank, approximately 500,000 cubic feet of manufactured gas equivalent will be required, and since a production of 200 to 300 tanks a day is being considered to meet our requirements, the magnitude of this potential load is apparent.

The manufacture of an airplane is a continuing process of thousands of gas applications. Steel tubing for axles, struts, motor mountings, and fuselage is necessary and of such characteristics that weight, wind resistance, etc., must be at a minimum. Through various heating operations with gas, this tubing finally goes through a modern controlled atmosphere furnace in which gas is again not only the heating medium, but also furnishes that furnace atmosphere to produce the required product—a process unknown ten years ago—today, indispensable in aircraft manufacture.

#### *Naval Yards Use Gas*

Some of the largest users of gas, either directly, or indirectly, are those industries engaged in making naval equipment. Shipyards will require tremendous quantities of gas for shaping, annealing, and tempering the many tons of steel, copper, and other metals that go into the construction of a modern fighting ship.

I could continue citing example after example of gas applications and the part they play in the production of material for our Defense Program; yet I would probably never reach the end, for while I am here talking to you, new methods and applications are being developed and put into operation, and will continue just so long as our industry is a progressive industry. The one big point is that with the development of radiant tube and convection heating, prepared atmospheres, and refinements in gas fuel applications and controls, gas now surpasses any heating medium in accuracy of temperature control, uniformity of heating, atmosphere control, heat distribution, and speed. These qualities are of primary importance in our National Defense Program.



# Gas Industry Mourns Loss of First Association President

THE gas industry lost one of its most distinguished leaders, a loyal supporter and great benefactor, when George B. Cortelyou, president of the Consolidated Gas Company of New York from 1909 to 1935, died on October 23 at Huntington Bay, L. I., at the age of 78 after a brilliant career which included Cabinet service under three Presidents of the United States.

Mr. Cortelyou's breadth of vision, courage and integrity gave him national prominence in many walks of life but he will be remembered most in the gas industry as first president of the American Gas Association and guiding genius of its formative years. When the Association was organized in June, 1918, by the amalgamation of the American Gas Institute and the National Commercial Gas Association, he was immediately elected to head the new organization. He was re-elected the following year and, until recent years, served continuously on the Executive Board of the Association.

## *Directed 5-Year A. G. A. Program*

In 1936, he headed a committee of the industry's foremost men which set up a five-year program of Association activities which proved highly successful. His active interest in its affairs continued until his death. Only last month, a telegram to Walter C. Beckjord, retiring president of the Association, expressed his regret at being unable to attend the annual convention in Atlantic City and conveyed a message of "best wishes for the future of the Association and of the great industry it represents."

At the termination of Mr. Cortelyou's membership on the Executive Board of the American Gas Association, that body voiced its extreme regret at losing his service in the following resolution:

"Mr. Cortelyou's declination to accept renomination, which was unanimously tendered him by the General



George B. Cortelyou

Nominating Committee, based solely on the pressure of his other duties, is a source of universal regret. During his term as president, and subsequently as a director of the Association, Mr. Cortelyou has given with the utmost freedom and wholeheartedness of his time and thought and has been to the gas industry a leader in every sense of the word.

"As long as the present generation of gas men survives and as long as these records endure, Mr. Cortelyou's labors will be a living force and he will always be remembered as one who at all times and under all circumstances did more than his duty in any cause in which he was engaged."

Throughout his life Mr. Cortelyou was motivated by a desire to give his very best to every task no matter how great or small. His philosophy was well expressed before the 1928 A. G. A.

convention when he said, "With a high sense of public obligation, let us set up as our goal the ideal of perfection, even though we shall never reach it. And perhaps that is just as well, bearing in mind the line of Browning's—'What's come to perfection perishes.'"

Mr. Cortelyou had the distinction of being the only person to serve as president of both the American Gas Association and the National Electric Light Association. He was president of the N.E.L.A. in 1932 and later became president of its successor, the Edison Electric Institute.

## *Distinguished in National Affairs*

Few men took a more prominent part in the industrial and political life of this country during the early part of the twentieth century than Mr. Cortelyou. He was secretary to three presidents, later he was, successively, Secretary of Commerce and Labor, Postmaster General and Secretary of the Treasury. He was 47 years old when he became president of the Consolidated Gas Company of New York, a position he held for more than a quarter of century.

During the years he served as president (1909-1935), the Consolidated Gas Company grew from an organization of 11,000 employees to more than 45,000. The assets of the company increased from \$332,324.856.95 in 1909 to more than \$1,300,000,000 in 1934.

It has often been said that Mr. Cortelyou always had the loyal affection of all employees in the Consolidated System. Early in 1935 he was welcomed into the Company's Quarter Century Club, whose membership is limited to those men and women who have completed twenty-five years of continuous service with the company. When Mr. Cortelyou received his membership button from Floyd L. Carlisle, chairman of the board, the assembled employees applauded enthusiastically for many minutes.

Born in New York City on July 26, 1862, of ancestors distinguished in Colonial and Revolutionary history in the state of his birth, Mr. Cortelyou received his early education in the public schools and the Nazareth Hall Military Academy at Nazareth, Pa. He was graduated from the Hempstead Institute, Long Island, in 1879, and from the State Normal School, Westfield, Mass., in 1882. Mr. Cortelyou entered the New England Conservatory of Music at Boston,

and also studied under Dr. Louis Maas, former conductor of the Philharmonic Society of Boston. He continued his study of music in New York during 1884 and 1885 and also attended Walworth's Stenographic Institute. As a result of his stenographic training he entered government service in 1884 in the office of the Appraiser of the Port of New York. He was later a general law reporter and the principal of a private school.

Mr. Cortelyou became associated with the Postoffice Department in 1889 as private secretary to the postoffice inspector in charge at New York City. He was later a confidential stenographer to the surveyor of the Port of New York.

In 1891 Mr. Cortelyou moved on to Washington when he became private secretary to the Fourth Assistant Postmaster General. In November, 1895, he was transferred to the Executive Mansion as stenographer to President Grover Cleveland, and three months later he was made executive clerk to the President.

He was made assistant secretary to President William McKinley in 1898 and in 1900 he was appointed secretary to the President. He was with the Chief Executive when he was shot down by an assassin in Buffalo. Mr. Cortelyou was in general charge of the arrangements attending the illness, death, and burial of President McKinley.

The personal affection which Mr. Cortelyou held for President McKinley continued

until the time of his death. Each year on the anniversary of President McKinley's birth, January 29, Mr. Cortelyou had sent to the officers and department heads of the utility a red carnation, President McKinley's favorite flower.

Mr. Cortelyou continued as secretary to the President under Theodore Roosevelt until 1903, when he entered the Cabinet as the first secretary of the newly created Department of Commerce and Labor. In June, 1904, he resigned to become chairman of the National Republican Committee, in which capacity he conducted the campaign which resulted in the election of President Roosevelt.

In March, 1905, Mr. Cortelyou entered the new Cabinet as Postmaster General and served until March, 1907, when he became Secretary of the Treasury, in which position he served until the end of the Roosevelt administration, when he began his notable utility career.

When in Washington, Mr. Cortelyou studied law at Georgetown University and was graduated with the degree of Bachelor of Laws in 1895. He completed a post-graduate course in law at Columbia (now George Washington) University Law School in the following year and received the degree of Master of Laws. His honorary degrees included doctor of laws, Georgetown University, 1903; Kentucky Wesleyan University, 1905; University of Illinois, 1905, and George Washington University, 1932.

by the twenty-six gas range companies producing CP ranges, and the American Gas Association's half-million dollar appropriation for 1941 gas cookery and CP range promotion, it was announced. A comprehensive promotional program has been worked out which will be reported in detail in the December issue of the MONTHLY.

Guest speaker at the main general session of the annual meeting was Arthur Hirose, research director of the McCall Corp., of New York, who said that the gas appliance industry has demonstrated a lively vitality during the past four years as a result of which it is today a leader among the more "advertising and sales promotion-minded" industries. His remarks were based on a nation-wide survey of the household gas appliance business.

An unnecessary current evil in the marketing of household appliances and one which is a definite detriment common to most manufacturers—not only those in the gas industry—is the existence of far too many "models" of the various products, Mr. Hirose pointed out.

Mr. Hirose said a detailed analysis of the American Gas Association's \$450,000 annual national advertising program convinced him that it was "one of the most forceful and resultful industry campaigns" that he had ever examined.

## Elected Vice-President of Niagara Hudson

THE election of Charles A. Tattersall as a vice-president of Niagara Hudson Power Corporation was announced October 28 by Alfred H. Schoellkopf, president of the corporation. Mr. Tattersall continues as secretary of the corporation.



C. A. Tattersall

Mr. Tattersall's connection with Niagara Hudson and its subsidiary companies extends over a period of 32 years. He was employed in various departments of The Niagara Falls Power Company and predecessor companies and in 1919 became assistant to the vice-president and general manager. In 1927 he became assistant to the president of Buffalo, Niagara and Eastern Power Corporation and later was elected a vice-president. He was also made an assistant vice-president of Niagara Hudson Power Corporation in 1931 and became secretary in 1935.

Mr. Tattersall is a member of the Executive Board and chairman of the Publicity and Advertising Committee of the American Gas Association and a member of the Executive Committee of the Empire State Gas and Electric Association.

## Appliance and Equipment Manufacturers Hold Annual Meeting



Frank H. Adams

THE Association of Gas Appliance and Equipment Manufacturers held its annual meeting at the Hotel Claridge in Atlantic City, N. J., on October 7 at which time officers and directors for the new fiscal year were elected and sales promotion plans for 1941 were formulated by the Association's various product divisions.

W. E. Derwent, vice-president of the Geo. D. Roper Corp., of Rockford, Ill., was elected president of the Association, succeeding Frank H. Adams, vice-president of the Surface Combustion Corp., of Toledo, Ohio. Mr. Derwent has been active in the gas industry for the past thirty-five years. He is a director of the American Gas Association and a past president of the Mid-West Gas Association. Until his election as president, Mr. Derwent was chairman of

the Association's Domestic Gas Range Division.

W. F. Rockwell, president of the Pittsburgh Equitable Meter Co., of Pittsburgh, Pa., was elected vice-president of the Association, and John A. Fry, president, Detroit-Michigan Stove Co., was re-elected treasurer.

Following a meeting of the Gas House Heating and Air Conditioning Equipment Division, it was announced that eleven manufacturers had agreed to finance a national sales promotion program in 1941 for gas fired furnaces somewhat similar in scope to the current "CP" Gas Range activity.

Gas appliance sales throughout the country increased sharply during the first eight months of this year as compared to sales figures for the same months in 1939 it was reported. Sales of gas fired furnaces rose 47.6 per cent during the eight-month period while domestic gas range sales were up 17 per cent and automatic gas water heaters registered an increase of 13.4 per cent.

The co-operative budget allowed for the 1941 CP gas range selling program amounts to \$115,000, which exceeds that of 1940. These funds are in addition to expenditures

# Cuff Notes on the Convention

The best arguments for our entry into war, generally speaking, have been voiced the loudest by men invincible in peace and invisible in war.

—Allan M. Pope

Advertising is always playing on the string of happiness, investing common things of the market with romance and a significance which helps drab lives to carry on.

—John Benson

There is no dictator in the world today as ruthless as nature, herself. Ruthless nature insists upon the economic firing squad executing the high cost producer whatever his character, color or race or creed may be.

—William J. Baxter

Unless there is an increase in concentrations of value far beyond anything now foreseen, adequate insurance protection will be available at all times.

—Prentiss B. Reed

"Fifth columns" do not march out of the ranks of home owners.

—Bernard L. Johnson

The CP Range Program has at least temporarily forestalled any serious attack which might be launched against this key-stone of the arch of our revenues.

—C. C. Young

The consumer movement is no bogey man. It is no invention of anyone's imagination. It is no Red menace. It is no campaign slogan of a party or a pressure group. It comes from the grass roots. It cannot be ignored.

—Alexander Forward

The great contribution this country has made to world development is mass production in industrial progress and in this the gas industry has played a most important part.

—Walter C. Beckjord

The thread of civilization has been spun at times to an infinitesimal size but has not been broken. We know from our knowledge of the past and from examples of bravery in the present that this thread will never be broken but will continue to be a symbol of something imperishable in man.

—Elmer F. Schmidt

America's answer to postwar competitive problems must be increased efficiency. Both during the war and after unceasing attention must be given to the problem of reducing the cost of production.

—Dr. Harold G. Moulton

If normal, constructive employee relationships are to endure, management must compete intelligently and aggressively for the support and loyalty of the people on the payroll.

—Louis Ruthenburg

If our industry in general goes into the business of toluol recovery, it will be for the purpose of doing its part in National Defense and not from the profit urge.

—P. T. Dashiell

Most of the evidence and experience shows the advantage of placing the emphasis on quality rather than price, of the utility "selling up" in quality rather than down in price.

—Frank H. Adams

The Gas Industry has an opportunity in the field of Air Conditioning quite similar in its major aspects, as was and is its opportunity in the domestic refrigerator, not to mention the more recent developments in commercial refrigeration by gas heat energy.

—W. H. Carrier

American industry deserves the fullest measure of administrative cooperation and encouragement because it is the most effective instrumentality yet devised for promoting a high standard of living for the American people.

—Dr. Harvey N. Davis

Your product is better than you are. Your chief competitor has out-advertised and out-moded you. It is your job to identify gas with progress by determined, aggressive action on the part of the industry as a whole.

—Elmo Roper

Ours is a chemical business, as well as an institution of service. It lives in the shadow of obsolescence; its investment and position can be made secure only by unremitting attention to bettering our known processes, devising new ones, or inventing new products to give better service than the old.

—Frank C. Smith

Gas not only provides the fuel for some fifteen different heating operations to which the armor plate must be subjected, but also, through chemical action of its carbon contents with the steel, it furnishes that required hard surface to a thickness approximately ten times greater than any similar surface requirement needed in any product of commercial life today.

—Franklin T. Rainey

The most eloquent advertiser that we have is a woman on the subject of her personal possessions.

—Colleen Fowler

Industry today is confronted with a production problem—the job is to step up production so that the maximum number of units can be turned out in the shortest possible space of time.

—J. P. Leinroth

Thousands of dollars may be spent to build better public relations and to improve customer relations, but it can all be torn down by the across-the-bridge-table conversation of a few dissatisfied customers.

—G. A. Saas

Mrs. Customer believes, generally, that a salesman should call back after he sells an appliance.

—W. G. Murfit

Business in the final analysis is an individual matter. Human beings want to know what is done for them *individually*, and for that matter, just *who* the individual is that does it.

—J. Burr Gibbons

There *never* has been a successful business that could stay successful without seeking new and broader horizons. The new products of all the food factories are new horizons for us.

—Walter S. Anderson

The most critical issues in the entire history of the utility industry are taking shape in the form, or possibly guise, of accounting innovations.

—Dean John T. Madden

The history of the rise and development of the plastics industry should be an instructive lesson for persons who have the habit of reading chemistry through foreign spectacles.

—Reginald L. Wakeman



# Natural Gas ... Holds Convention Spotlight

NATURAL gas men in large numbers flocked to the opening day's sessions of the annual convention of the American Gas Association in Atlantic City, N. J., October 7, which were confined exclusively to problems of direct interest to their branch of the industry. The program was directed by Elmer F. Schmidt, chairman of the Natural Gas Section and vice-president and operating manager of the Lone Star Gas Company, Dallas, Texas, who presided at the morning and afternoon meetings.

Harry D. Hancock, president of Gas Advisers, Inc., New York, N. Y., was elected chairman of the Natural Gas Section and J. French Robinson, president of The Peoples Natural Gas Co., Pittsburgh, Pa., was elected vice-chairman.

While the important work of the Main Technical and Research Committee under Howell C. Cooper, chairman, took up a good part of the program, major interest centered on two outstanding papers, namely, "Liquefaction, Storage and Regasification of Natural Gas" by Dr. R. W. Miller and John A. Clark and "Methods of Valuation for Rate-Making Purposes—Natural Gas Production System Properties," by Ed. C. Connor.

The first paper described a revolu-

tionary process which was the outstanding new development of the entire convention. Representing as it does an entirely new discovery in respect to the storage of natural gas by liquefying it, this development was recognized as of far-reaching importance not only by the gas industry itself but by the nation's press which carried the story in hundreds of newspapers from coast to coast.

## Liquefaction Study Made

Following work by the U. S. Bureau of Mines which showed that one cubic foot of liquid gas at atmospheric pressure would produce approximately 600 cubic feet of free gas at ordinary temperature, Messrs. Miller and Clark began an intensive study of natural gas liquefaction, storage and subsequent regasification in August 1937 which led to the developments described in their paper. These include experiments on a laboratory scale, the erection of a pilot station at the Cornwell Station of the Hope Natural Gas Company, and a description of the plant now being built for The East Ohio Gas Company at Cleveland, Ohio. This plant, which will be in operation by late fall, will be able to condense 4,000 M cu.ft. of gas per day and will have three storage tanks, each of 600,000 gallons capacity,



Chairman Schmidt reviewing the Natural Gas Section's activities

equal to 50,000 M cu.ft. of free gas, or a total storage of 150,000 M cu.ft. The evaporators, which are steam heated, have a capacity to regasify 3,000 M cu.ft. per hour. It will cost \$750,000 to build.

A description of this plant appears on page 387. The complete paper is reproduced in current issues of gas trade publications and may be obtained upon request to the American Gas Association.

In opening the natural gas meeting, Chairman Schmidt referred with pride to the progress of the natural gas industry during the year, stating that the volume sendout remained high and revenues more than held their own. He said that for the four years ending with 1939, about 4,000 miles of new pipe line had been built and that applications were pending for many more



Some of the distinguished delegates on their way to take part in the startout natural gas program. Left to right are: (1) H. C. Cooper, of Pittsburgh, longtime leader of natural gas research and winner two years ago of the Charles A. Munroe Award for his outstanding work; accompanied by Mr. Cooper and a friend. (2) T. R. Weymouth, New York, 1939 chairman of the Natural Gas Section, and F. H. Lerch, Jr., New York. (3) A trio from the steel industry: M. Anderson, Walter Winwell, and Leigh Whitelaw, all of the Jones & Laughlin Steel Co., Pittsburgh. (4) Mr. Tonkin and John Clarke, of Pittsburgh

miles of construction in the near future.

Natural gas companies are continuing to do the fine selling job for which they are noted, Mr. Schmidt declared. "In the house heating and air conditioning fields, the natural gas companies are far in the lead in the successful promotion of these two important services," he said.

The Natural Gas Section has an eye to the future and continues to sponsor natural gas engineering courses at various colleges, Mr. Schmidt said in a brief review of the section's activities. He spoke of the Houston convention which was the largest in the history of the industry, as proof of the alertness of the industry and its committee representatives.

The remainder of the morning session was turned over to the report of the Main Technical and Research Committee and its subcommittees, under Howell C. Cooper, of Pittsburgh. Mr. Cooper, who won the Charles A. Munroe Award two years ago for his long-time leadership of natural gas research, introduced the subcommittee chairmen who presented progress reports on the following activities:

#### Gas Well Deliveries

The report of the Gas Well Deliveries Subcommittee, N. C. McGowen, chairman, was presented by E. L. Rawlins who stated that this group is now directing its attention along two lines: (1) Fundamental research on the properties of fluids from representative gas condensate fields and from high gas-oil ratio fields, and (2) Field studies of actual operating con-

ditions in these types of fields. Mr. Rawlins explained in detail the scope of the work contemplated and reviewed briefly the studies which have been completed and reported at previous meetings.

Reservoir conditions in gas-condensate fields and the composition and properties of the contained fluids vary widely and each field presents separate problems, Mr. Rawlins reported. "It is the immediate general objective of our field investigation to study reservoir conditions in different fields and to correlate the data obtained to aid in the formulation of generally applicable testing techniques, and recovery practices," he said.

#### Pipe Line Report

In presenting the report of the Pipe Line Subcommittee, Harry D. Hancock, chairman, called attention to cooperation with the American Petroleum Institute in setting up pipe line material standards, reviewed the work done in connection with the Safety Code for Pressure Piping, and finally, reported on the extensive study of gas hydrates which has been carried on for several years by the Bureau of Mines under the sponsorship of the American Gas Association.

The gas hydrate investigation, conducted by W. M. Deaton and E. M. Frost, Jr., of the Bureau of Mines, has brought out much valuable information which has been the basis of previous reports to the natural gas industry. The last report, covering hydrate characteristics of various mixtures of gases, was made at the Natural Gas Section convention in Houston, Texas last May.

Of outstanding interest is the finding that very small percentages of the heavier hydrocarbons will change the hydrate characteristics of methane markedly, for instance, one percent propane added to pure methane reduces by half the pressure required to form hydrates. Similarly, the addition of small percentages of either normal or iso-butane to methane causes hydrates to form more readily even though, in tests by the Bureau, the butanes alone failed to form hydrates.

It was reported that many companies have installed dehydration plants to prevent the accumulation of water in their lines, thus avoiding the resulting danger of hydrate difficulties. Information regarding the operation of

these plants has been collected and other ramifications of the hydrate study are being pursued.

#### Gas Measurement

The report of the Gas Measurement Subcommittee presented by the chairman, Thomas R. Weymouth, covered a study of pulsation effects on the accuracy of gas measurement by orifice meter which is carried on jointly with the American Society of Mechanical Engineers.

Mr. Weymouth reported the development of an electrical pulsation measuring device, named the Pulsameter, which will measure pressure variations at the meter. It is hoped by the use of this simple device to detect the possibility of pulsation errors in existing meters. The committee has also designed a mechanical instrument which is now being tested to determine its effectiveness, and gives promise of some success.



Mr. McIntire, Shreveport; D. W. Harris, Shreveport; and Frank H. Adams, Toledo, retiring A.G.A.E.M. president

The afternoon session of the Natural Gas Section opened with two sales-slanted reports covering both industrial and domestic fields. The first, a report of the Industrial Natural Gas Sales Committee by Franklin T. Rainey, chairman, described the set-up and activities of the Industrial Gas Section with particular emphasis on natural gas industry participation. The second, a report of a similar committee from the domestic angle, was presented by Davis M. DeBard, chairman.

George M. Parker, chairman of the Engineers' Committee on Industrial Gas Data, presented a brief progress report on the work of this group.

A feature of this session was the presentation of the \$50 annual award of Personnel Practices Committee to Reginald H. Feild, of Shreveport, for being the outstanding student in the



W. A. Dougherty, New York; R. W. Gallagher, New York, past president of the American Gas Association; J. French Robinson, Pittsburgh, chairman-elect of the Natural Gas Section; and L. A. Seyffert, Columbus



Natural Gas Extension Course at the University of Kansas which is reported in detail elsewhere in this issue of the MONTHLY.

The high point of the afternoon meeting was the paper on "Methods of Valuation for Rate-Making Purposes—Natural Gas Production System Properties," by Ed. C. Connor, consulting engineer of Dallas, Texas, who presented a valuable and comprehensive discussion of this important subject.

Referring to the difficulties of estimating the value of natural gas production system property, Mr. Connor pointed out that this type of property "has no counterpart in the property required for the rendition of any form of public utility service other than the production and transportation of natural gas." This basic fact, he said, has a profound influence on the characteristics of a natural gas utility as contrasted with those of other utilities of the service type.

Mr. Connor's paper is divided into two parts: Part I has been limited to a development of the basic reasons why the factors of current use or the immediate prospect of future use should not be used as the sole criteria for the treatment of Production System Property as a part of the rate base of a natural gas utility; Part II has been directed to a critical analysis of some of the methods of valuation of Production System Property for rate-making purposes which have been reviewed by the United States Supreme Court in several recent and important cases. His paper is available in printed form at Association headquarters and is worthy of complete reading and close study by those interested.

Valuable viewpoints of the valuation problem were contributed in the subsequent discussion of Mr. Connor's paper by Edgar C. Hill, vice-president of Ford, Bacon & Davis, Inc., New York, and Ralph E. Davis, president of Ralph E. Davis, Inc., of Pittsburgh. A summary and panel discussion of this subject was held under the leadership of L. T. Potter, chief production engineer of the Lone Star Gas Company. It was the consensus of those present that the treatment of this subject was effective and that it represented one of the most valuable presentations of the convention.

## Engineer Wins Natural Gas Student Award



Reginald Feild

Extension Course at the University of Kansas. The announcement was made by Dr. C. M. Young, head of the Department of Mining Engineering at the University, who

**R**EGINALD H. FEILD, of Shreveport, La., senior engineer of the United Gas Pipe Line Company, is the winner of the \$50.00 annual award established by the Personnel Practices Committee of the American Gas Association for the outstanding student in the Natural Gas

had charge of the course. The award was presented to Mr. Feild by H. L. Donaldson, of Pittsburgh, Pa., chairman of the Committee on Personnel Practices at the meeting of the Natural Gas Section of the Association during the annual convention in Atlantic City, N. J.

In making the presentation, Mr. Donaldson pointed out that Mr. Feild had done unusually fine work in connection with the natural gas course, and that his papers evidenced a thorough understanding of all subjects covered by the course.

The Natural Gas Extension Course at the University of Kansas was prepared with the aid of many outstanding authorities in the natural gas industry and in cooperation with an Advisory Committee from within the industry. Since its inception it has had enthusiastic acceptance throughout the country. More than 450 gas company employees have been enrolled.

## Col. M. W. Walsh Retires; Was Charter Member of Natural Gas Association

**C**OLONEL MAURICE W. WALSH, for twenty-seven years superintendent of gas distribution for the Louisville Gas and Electric Co., Louisville, Ky., charter member of the Natural Gas Association of America, and one of the most beloved and respected men in the natural gas industry, retired from active service on October 1. A veteran of 52 years in the gas industry, Col. Walsh is now on a nine-state automobile tour of utility properties with which he was connected during his long career.

Col. Walsh has the unique distinction of having attended every annual meeting of the old Natural Gas Association of America or its successor, the Natural Gas Section of the American Gas Association. He attended the first meeting of the former organization at the Midland Hotel in Kansas City in 1905 when committees were appointed to secure a charter. He entertained the natural gas association twice, once in Oklahoma City and once in Louisville.

At the Oklahoma City convention, Col. Walsh said that Quanah Parker and 26 Indians in full regalia gave a war dance every day at the convention hall for the entertainment of citizens who came to inspect the gas appliances of those days.

Col. Walsh entered the gas business in 1888 with the Detroit City Gas Company and in 1889 went to Buffalo, N. Y., returning the following year to take charge of the Detroit Stove Works which originated the Detroit Jewel gas range. In 1892, he went to work for the Economic Fuel and Gas Co. of Chicago and remained there until 1896 when he was sent to Kansas City, Mo., where a new manufactured gas plant was being installed.

Returning to Chicago, and the Economic Fuel and Gas Co., Col. Walsh worked there until 1898 when he went to Huntington,

W. Va., to join the Triple Estate Gas Co. His next connection was with the Logan Gas Company of Ohio for whom he directed the installation of a new natural gas system in Zanesville.

In 1903, Col. Walsh went to Kansas where he introduced natural gas into several cities, namely, Atchison, Ottawa, Lawrence, Wichita, Hutchinson, and Newton. In 1907, he moved to Oklahoma City where he introduced and had charge of the natural gas system. He was transferred to Louisville, in 1913 when two gas companies and five electric companies were combined into the Louisville Gas and Electric Co., under the management of H. M. Bylesby & Company.

*Colonel M. W. Walsh, of Louisville, and Clifford W. Sears, of Pasadena, pioneer natural gas men who are now retired*



## Plant To Liquefy, Store and Regasify Natural Gas Now Being Built

AFTER reviewing the work done over a period of years by Dr. R. W. Miller, research director of the Hope and Peoples Natural Gas Companies, Pittsburgh, and J. A. Clark, chief engineer of the Hope Natural Gas Company at Clarksburg, W. Va. to develop a process to liquefy, store and regasify natural gas, The East Ohio Gas Company decided to build the first large scale plant for this purpose to take care of the peak load problem at Cleveland, Ohio. This plant, now under construction at a cost of \$750,000, was described in a paper by Messrs. Miller and Clark before the Natural Gas Section during the A. G. A. convention, as follows:

"This plant, will be able to condense 4000 M cu.ft. of gas per day and will have three storage tanks, each of 600,000 gallons capacity, equal to 50,000 M cu.ft. of free gas, or a total storage of 150,000 M cu.ft. The evaporators, which are steam heated, have a capacity to regasify 3000 M cu.ft. per hour.

"The feed gas will enter the plant from a city belt line at 30 lb. gauge, and will be compressed by a 600 horse-power engine to 600 lb. gauge, then going through the scrubbing plant to remove all water and carbon dioxide, after which it goes to the ethylene exchangers with high pressure gas on the inside and boiling ethylene on the outside, thereby chilling the gas to  $-126^{\circ}$  F., and reducing it to a liquid. After further chilling in the two flash gas exchangers to  $-139^{\circ}$  F., it is cracked through the first expansion valve into the first expansion tank at a pressure of 55 lb. gauge. Here, about half of it remains as a liquid, and the remainder goes back to be recompressed and processed over again. The liquid from this tank is then cracked through the second expansion valve directly into the main storage tanks at a pressure of 8 lb. gauge, about 85 percent of it remaining as a liquid for storage, and 15 percent going into gas and being recompressed for further treatment.

"The evaporated gas from the second stage, after passing through heat exchangers, is picked up and compressed to 55 lb. gauge by a 150 horsepower compressor. Here it joins the evaporated gas from the first stage cracking, and the combined stream is taken by an 800 horse-power engine and boosted to 600 lb. gauge, being then put back into the raw gas feed stream. This evaporated gas is practically pure methane.

"The ethylene is contained in a closed circuit, where it is compressed, using 1200 horsepower at the flowing rate of 7000 M cu.ft. per day up to 340 lb. gauge, and then is cracked through an expansion valve to 5 lb. gauge, reducing the temperature to  $-145^{\circ}$  F., which is used to condense the high pressure gas.

"The ammonia is also in a closed circuit, flowing at the rate of 3750 M cu.ft. per day,

and compressed by a 500 horsepower engine to 113 lb. gauge, and then expanded through a valve to 3 lb. gauge, reducing the temperature to  $-20^{\circ}$  F., which is used to condense the high pressure ethylene.

"The storage tanks themselves are two concentric spheres separated by 3 feet of cork insulation, formed in the lower half, to carry the load of the inner tank and its contents, and granulated in the upper half. The outer sphere is 60' in diameter, made of tank steel and carried by legs down to a concrete footing. The inner tank is 54' in diameter and supported entirely on the cork surrounding it. This tank is made of special steel with a .09 percent carbon and  $3\frac{1}{2}$  percent nickel content, and is of all welded construction. In developing the welding technique, over 200 welding rods were tried to get one which would give a weld with a satisfactory Charpy impact test at  $-310^{\circ}$  F., the temperature of liquid nitrogen, and the one finally selected was high in nickel and chromium.

"The evaporation equipment consists of three pumps that pick up the liquid from the tanks and raise its pressure to about 40 lb. gauge, the city belt line pressure. The gas goes to a two-stage heat exchanger with gas on the inside of the tubes and steam on the outside. There was already installed on the plant site 1400 horsepower of boilers which required only reconditioning to be put into service. The first-stage heater has double tubes, the liquid passing first through a  $\frac{3}{4}$ " tube and then back between it and a 1" tube, exposing a very thin high velocity stream to the heat. Thereby is added the heat of vaporization and the gas leaves at about  $-200^{\circ}$  F. From the steam heater, it goes to a final four pass gas heater, where its temperature is raised to about  $30^{\circ}$  F., before being passed through meters to the distribution lines.

"The remainder of the plant consists of conventional water cooling towers, water pumps, air compressors, and the other usual appliances of a gas compressing station. All gas connections for normal temperatures are Van Stone on seamless steel pipe and ring joint gaskets. But any line carrying gas or liquid colder than  $-50^{\circ}$  F. is made of copper tubing with Van Stone joints, using bronze flanges and bolts. At every point possible, automatic controls have been used to regulate pressure, temperature, volume, or engine speed so that the finished plant will have a minimum of manual supervision. Being in the heart of a large city, noise would be very objectionable, so all intake and exhausts have been equipped with the best mufflers possible to obtain.

"Construction is now well along on this plant, and it will probably go into service before the first of the year. By next spring, we anticipate that the usefulness of such a plant will have been well established."



Hugh H. Cutbrell, president, Gas Exhibits, Inc., joins Walter C. Beckford, president, American Gas Association, in observance of Gas Industry Day at the New York World's Fair on October 11. Climaxing a celebration with events staged in various parts of the grounds, leading figures of the gas industry broadcast over Station WINS in the Gas Wonderland exhibit. Harvey D. Gibson, board chairman of the Fair, took part and paid tribute to the progressiveness of the gas industry in being the first industrial exhibitor at the Fair.

## Gild of Ancient Suppliers Holds Annual Feast

THE fourth annual Feast of the Gild of Ancient Suppliers of Gas Appliances, Skills, Gins, Accessories and Substances at the Hotel Madison, Atlantic City, N. J., October 7, was a most enjoyable event of A. G. A. Convention Week, attended by nearly 350 members and invited guests who have come to anticipate this function as among the most pleasurable occurring during the national meeting.

The Suppliers, who are executives and representatives with at least ten years service to the gas industry in firms that make or distribute appliances, equipment, supplies or services for gas companies, each year invite Burghers (gas utility men and other Non-Suppliers) to participate in this annual dinner.

As usual, the highlight of this event was the Ritual, which this year had for its theme a burlesquing of the building of a gas plant complete by the Suppliers, having for its tag line—"We built it and equipped it—now any damn fool but an electric man can run it."

The serious part of the program was contributed by Arthur Dunn, the eminent author and speaker who stressed the part played by salesmen in the education of the buyer and in the distribution of wealth.

The officers who were elected last year for two years are: Mayor, W. S. Guitteau; Senior Warden, C. E. Bartlett; Clerk, J. H. Moore; Keeper-of-the-Treasure, J. A. Mulcare; Aldermen, E. C. Sorby, W. G. Gribbel, J. A. Messenger.

# Who's Who.... Among Newly-Elected American Gas Association Officers

## Thomas J. Strickler

### PRESIDENT

Mr. Strickler is vice-president and general manager of the Kansas City Gas Company, Kansas City, Mo.

Mr. Strickler was graduated from Wentworth Military Academy, Lexington, Mo., in 1900 and engaged in graduate study in 1901. He received his B.S. degree in civil engineering from the University of Kansas in 1906.

He was associated with the U. S. Reclamation Service from 1902 to 1910. In 1911, he became assistant engineer of the Kansas Public Utilities Commission and served as chief engineer from 1913 to 1920. He was admitted to the Kansas bar in 1917. From 1920-22, he was consulting engineer for the Empire Gas & Fuel Co., Bartlesville, Okla.

Mr. Strickler joined Henry L. Doherty & Co., New York, in 1922

and in 1924 was transferred to Kansas City. He was consulting engineer for Gas Service Co. and vice-president or director of thirty subsidiaries in Kansas, Oklahoma and Missouri from 1925-27. He has been vice-president and general manager of the Kansas City Gas Co. since 1927. His record during the war includes service as Captain, Engrs., U. S. A., 1917; Major, Transportation Corps., Oct. 1918-June 1919; and Commanding Officer, Railway Transportation Corps Schools, Angers, France, A.E.F.

In addition to being president, Mr. Strickler has served on many important committees of the American Gas Association and has been a director for a number of years. He was departmental vice-president and chairman of the Natural Gas Department in 1932. He was a member of the executive committee and president of the Missouri Association of Public Utilities in 1929-30.

He is a director of the U. S. Chamber of Commerce and an executive or member of numerous civic, social and engineering bodies.



T. J. Strickler  
President



George F. Mitchell  
Vice-President

## George F. Mitchell

### VICE-PRESIDENT

Mr. Mitchell is president of The Peoples Gas Light & Coke Company, Chicago, Illinois.

Born on March 20, 1888, he was educated at a business college and Armour Scientific Academy. He entered the public utility business in 1909, starting with the Commonwealth Edison Company as a stenographer in the new business department. He became secretary to the president of that company in 1913.

In March, 1919, Mr. Mitchell became assistant to the president of The Peoples Gas Light and Coke Company. He was elected treasurer in June, 1921; vice-president in charge of finance in May, 1924, and president in February, 1930.

He is credited with introducing the therm rate on a major scale in this country. His company has been a leader in the adoption of aggressive



George S. Hawley  
Vice-President



Ernest R. Acker  
Treasurer

sales promotion methods.

Mr. Mitchell is a director of the American Gas Association and vice-chairman of the Committee on National Advertising.

## George S. Hawley

### VICE-PRESIDENT

George S. Hawley is president of The Bridgeport Gas Light Company, Bridgeport, Connecticut.

Mr. Hawley was born and raised in Connecticut. In his early business life he was the official court stenographer of the Superior Courts for Fairfield County. He studied law and was admitted to the Bar in 1915, after which he practiced for a short time. Later



John W. Batten  
Director



A. F. Bridge  
Director



James A. Brown  
Director



D. W. Harris  
Director



Conrad N. Lauer  
Director



H. N. Mallon  
Director





**E. N. Keller**  
*Chairman, Accounting Section*



**R. J. Rutherford**  
*Chairman, Commercial Section*



**H. Carl Wolf**  
*Chairman, Industrial Gas Section*



**Watson E. Derwen**  
*Chairman, Manufacturers Section*



**Harry D. Hancock**  
*Chairman, Natural Gas Section*



**D. P. Hartson**  
*Chairman, Technical Section*

he was elected vice-president and general counsel of The Bridgeport Gas Light Company, and has been its president since 1928. He has been identified with many civic and philanthropic projects of Bridgeport and the State.

He is president of the Connecticut Gas Association and the Bridgeport Manufacturers Association. He is vice-president of the Society of Gas Lighting and was recently president of the New England Gas Association and the Guild of Gas Managers of New England.

Mr. Keller is a director of the following organizations: United States, Connecticut and Bridgeport Chambers of Commerce, American Gas Association, Bridgeport Hydraulic Co., Black Rock Bank & Trust Co., Bridgeport People's Savings Bank, and Bridgeport-City Trust Company. He is a member of the American, Connecticut and Bridgeport Bar Associations and the Connecticut Manufacturers Association.

### **Ernest Reynolds Acker** **TREASURER**

Mr. Acker is president and general manager of the Central Hudson Gas and Electric Corp., Poughkeepsie, N. Y.

He was graduated from Cornell University, class of 1917, and attended Harvard University, Graduate School of Business Administration, in 1927.

He served overseas as First Lieutenant, United States Chemical Warfare Service, during the World War.

After a short period of time with the Yonkers Electric Light & Power Co., Yonkers, N. Y., and the Bethlehem Steel Co., Bethlehem, Pa., Mr. Acker became identified with the Central Hudson Gas & Electric Corporation in 1919 as assistant engineer in the general operating department. He was made superintendent of the Kingston Gas & Electric Company—at that time a unit of the Central Hudson System—in 1921 and held that position until he was appointed general commercial manager of the Central Hudson Gas & Electric Corporation in 1925. In 1932 Mr. Acker became president and general manager of the company, succeeding the late Thaddeus R. Beal.

Mr. Acker has served as vice-chairman of the Commercial Sec-

tion of the American Gas Association in 1929, chairman of the section in 1930 and member of the advisory council, 1931. In 1936 he was president of the Empire State Gas & Electric Association. He is a member of the Operating Committee of the Edison Electric Institute.

### **E. N. Keller**

#### **CHAIRMAN, ACCOUNTING SECTION**

E. N. Keller holds the position of manager of customers' accounts of the Philadelphia Electric Company, Philadelphia, Pa.

Mr. Keller received his elementary education in the public schools of Norristown, where he was born and now resides. Aspiring first to be a civil engineer, he studied at the Drexel Institute of Technology, but later was diverted to accounting, and completed his business education at the Peirce School of Business Administration.

After a brief interval in other lines of endeavor, he was initiated into utility work in 1914 in the office of the manager of the Schuylkill Division of the Counties Gas & Electric Company at Norristown, Pa., a subsidiary of The United Gas Improvement Company. In 1927 he was appointed office manager of the eastern division of the Phila. Suburban-Counties Gas & Electric Company with headquarters at Jenkintown, Pa., when the parent company merged with the American Gas Company.

Later, upon the occasion of a second merger, he was selected to take charge of the central Customers' Billing Department, which post he held until its organization was completed and then became first assistant to the manager of the Customers' Accounts Division and finally, in 1931, advanced to his present position of manager.

### **R. J. Rutherford**

#### **CHAIRMAN, COMMERCIAL SECTION**

R. J. Rutherford is vice-president of the Worcester Gas Light Company, Worcester, Massachusetts.

A graduate of the University of Illinois in 1924 with a B.S.

(Continued on page 390)



**F. H. Payne**  
*Director*



**Herman Russell**  
*Director*



**N. T. Sellman**  
*Director*



**Marcy L. Sperry**  
*Director*



**P. S. Young**  
*Director*

degree in Mechanical Engineering, he started his public utility career as a student engineer with the Public Service Co. of Colorado, Denver, Colo. He then became field engineer for the Research Institute of Combustion Utility Corp., New York, and later assistant to the vice-president of Gas Utilities, Inc., Columbus, Ohio.

Mr. Rutherford's next position was vice-president and general manager of the Union Gas & Electric Co., Bloomington, Ill. From Illinois, he went east to become assistant to the vice-president of the New England Gas & Electric Association, Cambridge, Mass. He was later named vice-president of the Worcester Gas Light Company, which position he now holds.

An active Association worker, he was president of the New England Gas Association in 1939 and has headed various important committees for that group. He is a former chairman of the Range and Refrigeration Committees of the American Gas Association and has served on other A. G. A. committees.

## **H. Carl Wolf**

### **CHAIRMAN, INDUSTRIAL GAS SECTION**

H. Carl Wolf is president of the Atlanta Gas Light Company, Atlanta, Ga., and associated companies in southeastern territory.

A native of Edwardsville, Ill., Mr. Wolf is a graduate of the University of Illinois with professional degrees. Shortly after graduation, he became assistant engineer of the newly formed Illinois Public Utility Commission. Later he was superintendent of a local water company and then industrial engineer with a Chicago firm.

During the war, he served for two years as an officer in the Engineering Corps, serving 18 months in France. From 1922 to 1929 he was chief engineer of the Public Service Commission of Maryland, leaving to become assistant to the vice-president of the Central Public Service Corporation.

In 1933, Mr. Wolf became vice-president of the Consolidated Electric and Gas Company and a year later was appointed president of the Central Indiana Gas Company at Muncie and associated companies in Indiana. He assumed his present position with the Atlanta Gas Light Company in 1938.

He is a past president of the Indiana Gas Association, vice-president of the Southern Gas Association, and a member of the Committee on National Advertising of the American Gas Association.

## **Harry D. Hancock**

### **CHAIRMAN, NATURAL GAS SECTION**

Harry D. Hancock is president of Gas Advisers, Inc., New York, N. Y. He is also president of the Republic Light, Heat & Power Company, and vice-president of the Arkansas Natural Gas Corporation, the Arkansas Louisiana Gas Company and Dominion Natural Gas Co., Ltd. In addition to these companies he is a director of Penn-York Natural Gas Corporation, United Fuel Investments, Ltd., Hamilton By-Product Coke Ovens, Ltd., and United Gas and Fuel Company of Hamilton, Ltd.

Born in Missouri, Mr. Hancock was graduated in 1912 from the University of Missouri with the degree of Bachelor of Science in Electrical Engineering. He started work the same year in the gas engineering department of the Denver Gas and Electric Light Company, thus beginning over 28 years of service with gas and electric companies in which Cities Service Company has an investment interest.

From 1913 to 1917, Mr. Hancock was employed successively with the City Light and Water Company, Amarillo, Texas; the Lincoln Gas and Electric Light Company, Lincoln, Nebraska; Bristol Gas and Electric Light Company and Watauga Power Company, Bristol, Va.-Tenn.; and City Light and Traction Company, Sedalia, Missouri. For the following three years he was associated with Henry L. Doherty & Company as gas efficiency engineer. From 1920 to 1925, he served as natural gas engineer and superintendent of the gas distribution division of the Empire Gas and

Fuel Company and associated companies with headquarters at Bartlesville, Oklahoma.

Mr. Hancock's next connection was with The Gas Service Company of Kansas City, Missouri, from 1925 until 1927, as chief engineer and general superintendent. He re-joined Henry L. Doherty and Company in 1927 as consulting engineer with headquarters in Kansas City, and in 1928 was made chief engineer of the natural gas and gasoline division with headquarters in New York City. He was employed by Cities Service Company in 1935 as chief engineer of the natural gas and gasoline division. He became president of Gas Advisers, Inc. in 1938.

One of the foremost leaders of natural gas research, Mr. Hancock has been a member of the Main Technical and Research Committee of the Natural Gas Section of the American Gas Association since its organization in 1920. He has been chairman of the important Pipeline Committee of the Natural Gas Section from the time it was organized in 1925 to the present and is also a member of the Gas Measurement Committee. He has been active in gas rate matters, serving as chairman of the A. G. A. Rate Structure Committee in 1933 and continuing as a member of this group to the present.

Mr. Hancock is a member of Committee D-3 on Gaseous Fuels of the American Society for Testing Materials, the Board of Councillors of the American Petroleum Institute, and of the latter's Committee on the Standardization of Valves and Fittings for Pipeline and Production Use.

## **Watson E. Derwent**

### **CHAIRMAN, MANUFACTURERS' SECTION**

Watson E. Derwent is vice-president of the Geo. D. Roper Corporation of Rockford, Illinois.

Mr. Derwent's career in the gas appliance field has covered a period of approximately 40 years. His first association was with the appliance division of Sears Roebuck and Company. From there he went to an executive position with the Kalamazoo Stove Company.

For the past twenty-five years, Mr. Derwent has been an executive of the Geo. D. Roper Corporation. During those years he has been constantly active in affairs of the American Gas Association and Association of Gas Appliance and Equipment Manufacturers.

At the conception of the Certified Performance Gas Range, he was made vice-chairman of the CP Range committee of the A. G. A. E. M. After the untimely death of E. R. Guyer several months ago, Mr. Derwent was elected to fill his post as a member of the Executive Board of the A. G. A.

## **D. P. Hartson**

### **CHAIRMAN, TECHNICAL SECTION**

D. P. Hartson is operating manager of the Equitable Gas Company, Pittsburgh, Pa., and its affiliated gas companies.

Born in New York State on March 23, 1889, Mr. Hartson was graduated from Colgate University in 1913 with a Bachelor of Science degree. Immediately following graduation, he entered the employ of The Philadelphia Gas Works Company as a cadet engineer. From July, 1916, to September, 1920, he held the position of assistant superintendent of the "City" district of this company.

He joined the Equitable Gas Company, Pittsburgh, as distribution engineer in October, 1920, and since that time has held various positions including gas engineer, superintendent of production and transportation, and manager of the system development department. On May 1, 1931, he was appointed operating manager of the Equitable Gas Company and its affiliated gas companies, the Pittsburgh & West Virginia Gas Company and the Finleyville Oil & Gas Company, also of the Philadelphia Oil Company. He has been a director of the Equitable Gas Company since 1938.

Mr. Hartson is a past chairman of the Distribution Committee of the American Gas Association and has been an active leader of Technical Section activities.



# Fifth Big Job ... What Air Conditioning Offers the Gas Industry



Dr. W. H. Carrier

THE gas industry has an opportunity in the field of air conditioning quite similar in its major aspects, as was and is your opportunity in the domestic refrigerator, not to mention the more

recent developments in commercial refrigeration by gas heat energy.

Who will question now that the very size of the field of air conditioning is in itself sufficient to stimulate the gas industry to get its share of it. For the year 1933 the installed dollar volume of air conditioning was approximately \$12,000,000. For 1939—approximately \$90,000,000. It is estimated that this volume will be doubled by 1943 based on present trends.

## A Market for Gas

As a matter of fact, there is an ample record of accomplishment involving the use of gas heat energy in air conditioning to justify the statement that the gas industry is already establishing its own market in that field. This is particularly true in the natural gas territories. This had to follow for the reason that there is a definite economic need for this type of energy.

Now let me briefly develop the extent of these needs in both the comfort and industrial air conditioning fields.

1. There is a need for direct dehumidification as an economic alternate to mechanical refrigeration, or as an adjunct to the use of mechanical refrigeration or storage systems for cooling purposes only. This need arises out of the fact that it is often essential, from a climatic, varying load, or industrial processing standpoint to control the moisture content of air independently of the temperature of the air.
2. There is a need to keep pace with the trend of placing greater emphasis upon

## Digest of A. G. A. Convention Address

By DR. WILLIS H. CARRIER

Chairman of Board, Carrier Corp.,  
Syracuse, N. Y.

dehumidification and air circulation rather than upon cooling as the major elements of summer comfort. It is my opinion that a reasonably low relative humidity with a higher dry bulb temperature is decidedly preferable to a lower temperature with a high humidity even though they lie on the same line of effective temperature of the A.S.H. & V.E. comfort chart.

3. There is a vital need for equipment suitable for the huge but undeveloped residential market.
4. There is a need for equipment designed to take the fullest advantage of nature's contributions to the necessities of air conditioning. These contributions are:—a cold water supply and gas taken directly from the ground or as made from coal and oil, as a source of energy.

In this general classification, and for summer conditions,—the humidity can be controlled by standardized gas-using equipment, and the temperature can be controlled by direct or indirect gas-using refrigeration machines; or if cold water is available, by indirect surface water coils. With the properly selected combination, you have the assurance of the desired flexibility of performance and overall economy of operation.

But there are additional needs—also from a climatic and condition of load standpoint—that do not require the independent control features just referred to. Such needs can and should be met by the conventional refrigeration methods, and the energy used—be it gas, steam, or electricity—can and should be determined on their respective economic merit for the case involved.

1. If the application is located in a territory served by natural, mixed or even manufactured gas and where electric power is considered comparatively high—the choice of energy should, of

course, favor gas,—either for automatically controlled gas engine driven compressors, or for low pressure steam generation (from gas fuel) for turbine driven centrifugal refrigeration machines, or for absorption refrigeration machines.

2. A very significant need, and one with tremendous potentiality for the gas industry as a whole is that of providing the means of improving the increasingly serious problem now being faced by your brothers in a number of electric utilities—an unfavorable summer air conditioning load factor.

In other words, the accelerated rate at which the all electric summer air conditioning load is coming on the lines of many utilities has created serious capacity problems. Your industry therefore, has the opportunity of offering gas-using apparatus as an alternate for electrically operated apparatus for at least that part of the air conditioning load which is not now profitable to the electrical utility, and simultaneously adding a load on your gas mains at the time of year when it is most desirable.

## Manufacturer-Utility Cooperation

This situation demands closer cooperation between these utility groups and the equipment manufacturer, and a mutual appreciation of each other's problems and objectives.

It should be obvious from the foregoing, and entirely aside from your natural selfish interest in the sale of your commodity—gas—that you need have no bias in any recommendations you may be called upon to make with respect to the best way to use that commodity in connection with air conditioning. In fact, whether the utility wishes to assume the role or not, it will and many times should stand in the position of consultants between the bid and the sale. And this, gentlemen, is a function in public service which you must prepare for. It is *not* your function to engineer or contract. Your true function is to encourage continuing development and promotion.

# Recipe for a Con

Take a row of these delegates wandering Boardwalk, add 3000 more, place them in Accounting, Commercial, Home Service, and Personnel meetings, flavor with color outside the industry, throw in a few countless informal huddles, and friendly and serve piping hot from the CP gas tonic that's mighty good for the body business—the A. G. A. Convention.



N. C. McGowen, Shreveport (right), congratulates T. J. Strickler, Kansas City, on his new job as president of the American Gas Association



W. E. Steinwedell, Cleveland, and George M. Parker, St. Louis, step out on the boardwalk



Home service on parade—Mary Bruder, Mary Stalter, Mrs. Eleanor Weise, and Loretta Brady, all of the Public Service Electric & Gas Co., Newark



J. E. Kern, Walter L. H. Geldert, Jr., and Clyde Potter, three California gas men, receive a plaque from B. T. Franck, chairman, A. G. A. Refrigeration Committee, for leadership in refrigerator sales



The president of the Gas Association, J. B. Nary, of Hamilton, Ont., with Major Alexander, A. G. A. manager



With badges glistening and spirits high, these conventioners are on their way to the business meetings. Left to right: (1) J. B. Parkinson, Helen C. Farrell, Sally Pennell, and J. A. Baumgarten, all of the Public Service Electric & Gas Co. (2) Fred Karr, Topeka; Presi-

dent-Elect T. J. Strickler, Kansas City; and R. G. Griswold, New York. (3) George H. Smith, New York; Ernest R. Acker, Poughkeepsie, A. G. A. treasurer; R. E. Ginna, Rochester, and unidentified delegate



Another row of convention-goers set a fast pace, led by a "panzer" division, a la Atlantic City, under the command of Past A. G. A. President Clifford E. Paige, assisted by Robb Quinby, of Brooklyn. Other pictures are (2) F. M. Banks and W. M. Jacobs, of Los An-

geles. (3) Eugene D. Milener, New York; Allan M. Pope, New York, a general sessions speaker; Mrs. Milener, and Franklin T. Rainey, Columbus, also a general sessions' speaker. (4) H. C. Thehr, New York, Chairman, Committee on Community Development

# Contion

ndering City  
e them  
Service,  
h color  
few en  
friendly  
P gas s  
body  
the gas



(1) Henry O. Loebell, New York, is ready for business. (2) Betty P. Stafford, Bridgeport; R. A. Malony, Bridgeport, and David Meyers, Evansville, leaving the convention hall after a general session. (3) An unidentified gas man takes a walk with R. F. Bonsall and R. P. Stansbury, both of the Consolidated Gas, Electric Light & Power Co. of Baltimore. (4) F. J. Rutledge, Philadelphia, chairman of the A. G. A. Committees on Industrial and Domestic Gas Research, was a prominent convention figure



A notable group which includes an A. G. A. past president, three past chairmen of the Natural Gas Section and a Munroe Award winner. Left to right: (1) T. R. Weymouth, New York, 1939 chairman, Natural Gas Section, and C. F. DeMey, Columbus. (2) J. L. Foster, Dallas; unidentified; Elmer F. Schmidt, retiring chairman, Natural Gas Section; unidentified. (3) James F. Pollard, Seattle, winner of the Munroe Award in 1939. (4) unidentified; J. B. Klumpp, Philadelphia, 1924 A. G. A. president; and William Moeller, Jr., Los Angeles, 1936 chairman, Natural Gas Section



(1) Mr. and Mrs. S. J. Beale, New York. (2) Merrill N. Davis, Bradford, past president of the Association of Gas Appliance and Equipment Manufacturers, and Henry N. Mallon, Bradford, new A. G. A. director. (3) Norman R. McKee, Los Angeles; J. W. Reed, New York; Clyde H. Potter, Los Angeles; and W. J. McCoy, Los Angeles. (4) Hugh Cuthrell, Brooklyn, president of Gas Exhibits Inc., which directed the Gas Wonderland exhibit at the New York World's Fair; Robb Quinby, Brooklyn, and unidentified convention delegate



Watson E. Derwent, president-elect, A.G.A.E.M.; B. T. Franck, chairman, Refrigeration Committee; and Louis Ruthenburg, president, Servel, Inc., aboard the Bermuda-bound Atlantic Clipper

F. T. Parks, of the Public Service Co. of Colorado, Denver, taking a boardwalk stroll with a friend



## Adams Heads Kansas City Companies



B. C. Adams

**B**ENJAMIN C. ADAMS was elected president and general manager of the Gas Service Company and president of the Kansas City Gas Company and the Wyandotte County Gas Company at a meeting of directors of all three companies, held in Kansas City, September 19. Mr. Adams formerly had served as vice-president and general manager of the Gas Service Company and vice-president of the other two companies.

The office of president of the three organizations has been vacant for some time following the resignation of Henry L. Doherty prior to his death.

## New McCarter Awards

**T**HREE employees of the Customers' Service Department of The Philadelphia Gas Works Company, Philadelphia, Pa., were singularly honored at a staff meeting by President Conrad N. Lauer on October 1 when they were awarded McCarter Medals and Certificates for outstanding acts of life saving by the prompt use of the Schafer prone pressure method of resuscitation. Those who received this coveted award were Russell Craft, Charles Arentzen,

and Elmer J. Smith. The presentations were made by President Lauer and the citations were read by H. D. Lehman, manager of the Customers' Service Department.

John A. Noon and George M. Beckett, employees of The Northwestern Ohio Natural Gas Company, Columbus, Ohio, received McCarter awards on October 4 for their alert and intelligent performance in an emergency. Mr. Noon was awarded a McCarter Medal and Certificate and Mr. Beckett was the recipient of a McCarter Certificate.

The highly prized McCarter Medals, which are awarded through the Accident Prevention Committee of the American Gas Association, are made possible by the generosity of Thomas N. McCarter, chairman of the board of the Public Service Electric & Gas Co., Newark, N. J.

## Lee Holtz Resigns After Illness

**B**ECAUSE of a long illness which was further aggravated by an injury sustained during vacation, Lee Holtz, general superintendent of distribution, Southern California Gas Company, relinquished his duties on September 30, according to an announcement by the company. Mr. Holtz has been associated with the company since 1922.

Elting Henderson will assume the duties of general superintendent of distribution, in charge of the street department, the meter department and miscellaneous matters. Carl A. Renz will become general superintendent of customer service for the distribution department.

## Dresser Elects Harvey



Lyle C. Harvey

**L**YLE C. HARVEY, president and general manager, The Bryant Heater Company, Cleveland, Ohio, has been elected to the Board of Directors of Dresser Manufacturing Company, Bradford, Pa., according to an announcement made on September 20 by

H. N. Mallon, president.

Mr. Harvey, identified with the gas industry for the past two decades, particularly in the gas-appliance field, is responsible for many innovations in the merchandising of gas-heating and air-conditioning appliances. He became head of The Bryant Heater Company, a wholly owned subsidiary of Dresser Manufacturing Company, on March 22, 1938, after serving as vice president from June, 1933, the date of Bryant's acquisition. Dresser Manufacturing Company, the parent company, manufactures Dresser pipe couplings and pipe-line repair devices.

## Radford Heads Oregon Appliance Society

**E**LECTION of E. F. Radford of the Radford Plumbing Company, Portland, Oregon, as president of the Gas Appliance Society of Oregon was recently announced by J. King Bryon, managing director of the society. He succeeds Sam A. Nizic, Nizic Furniture Company, who held the office for the one-year period.

Mr. Radford has won national recognition for his achievements as a merchandising plumber. He has been engaged in plumbing and heating during the last 14 years.

The Gas Appliance Society of Oregon, a new yet effective group, has made great strides in promoting increased sales of gas cooking and heating equipment as well as to maintain and stimulate the popularity of gas as a cooking and heating fuel in the territory served by Portland Gas & Coke Company.

John Hodgkins, James Graham Manufacturing Company, was named vice-president. Other officers are W. M. Kapus, Ruud Manufacturing Company, treasurer, and J. King Bryon, who was re-named managing director.



E. F. Radford

## CONVENTION CALENDAR

### NOVEMBER

Nov. 11-13 Mid-West Gas School and Conference  
Iowa State College, Ames, Iowa.

14-15 Mid-Southeastern Gas Association  
Raleigh, North Carolina.

### DECEMBER

Dec. 2-4 Joint Accounting Conference, American Gas Association and Edison Electric Institute  
Book-Cadillac Hotel, Detroit, Mich.

6 Midwest Industrial Gas Sales Council  
Palmer House, Chicago, Ill.

### 1941

### FEBRUARY

Feb. 10-12 Southern Gas Association  
Hotel Adolphus, Dallas, Texas.

### MARCH

Mar. 27-28 New England Gas Association  
Hotel Statler, Boston, Mass.

### APRIL

Apr. Mid-West Gas Association  
Minneapolis, Minn.

1-3 American Society of Mechanical Engineers  
Atlanta, Ga.

### MAY

May 12-14 Pennsylvania Gas Association  
Skytop, Pa.

### OCTOBER

Oct. 6-10 National Safety Congress and Exposition  
Chicago, Ill.





# Accounting SECTION

E. N. KELLER, *Chairman*  
LYMAN L. DYER, *Vice-Chairman*  
O. W. BREWER, *Secretary*

## National Affairs and Accounting Methods Share Interest at Convention Sessions

CLIMAXING a year in which there has been a nationwide swing from a passive to an extremely active executive interest in accounting affairs, the annual meeting of the utility accountants during the A. G. A. convention in Atlantic City, N. J., was of outstanding interest. Under the able leadership of F. B. Flahive, comptroller of the Columbia Gas and Electric Corp., and chairman of the Accounting Section, a diversified program of broad general topics and a series of luncheon conferences were held on October 8 and 9. Without exception, all of the meetings were well attended and brought out a spirited discussion of many vital problems.

### Outside Speakers Predominate

A notable departure from traditional practice, the Tuesday afternoon meeting was devoted entirely to authoritative speakers from outside the gas industry. New and original channels of thought were tapped by the introduction of these new elements into the program and this was a large factor in the intense interest which characterized the meeting.

In his introductory remarks, Mr. Flahive gave a brief résumé of the accomplishments of his administration. He called attention to the highly successful accounting confer-

ences held last December in Chicago; the Spring Conference at White Sulphur Springs, W. Va., and the meeting at the natural gas convention in Houston, Texas, last May. These meetings, he said, had made substantial contributions to the knowledge of accounting practice.

At this point on the program, H. A. Ehrmann, of the Consolidated Edison Company of New York, Inc., and last year's chairman of the Accounting Section, presented the report of the Nominating Committee recommending the election of E. N. Keller, Philadelphia Electric Co., Philadelphia, Pa., as chairman and L. L. Dyer, Lone Star Gas Co., Dallas, Texas, as vice-chairman. These officers were elected by unanimous vote.

In honor of his election and as a mark of high esteem, Mr. Keller received an inscribed ivory gavel from his associates in the Philadelphia Electric Company. The presentation was made by Edward Porter, vice-president of the company.

Resolutions expressing regret at the untimely death of Hugh W. Hartman, for many years secretary of the Accounting Section, and John I. Blanchfield, of Brooklyn, longtime member of the Section, were passed.

### Insurance and War Risks

A timely analysis of fire insurance with special reference to war risks and other world factors was presented by Prentiss B. Reed, insurance adjuster and consultant of New York City. Stating that the year 1926 marked the high point in the yearly fire loss of the United States and 1932 the low point, Mr. Prentiss said that the present trend is slightly upward but that rates, for the most part, are lower than ever before.

The threat of war and the ominous trend of world affairs will have a decided effect on insurance, Mr. Prentiss declared. "It is obvious that the amount of insurance you should carry, will be affected by any changes in prices, products, processes or volume of business which may occur as a result of our preparedness program," he said. "As costs of materials rise, the replacement costs of your buildings and equipment will rise and your insurance on physical property must be increased accordingly."

"It will not be easy to keep up with the increasing values of plants and equipment caused by rising prices," he continued. "There is no ordinary provision in the accounting scheme which registers changes of



E. N. Keller, Philadelphia, new chairman of the Accounting Section, as he appeared in Atlantic City

value when there are no purchases and sales. Your book values will be less and less reliable guides to your insurable values, which on property worth replacing should be based on replacement cost less deterioration.

"Book values on actively moving stocks will be fairly reliable as purchases will be entered at present-day cost. It will, therefore, be necessary to co-ordinate utility engineering and insurance departments more closely than ever. If price changes are great, much revaluing will be necessary if you are to escape the penalties attaching to under-insurance."

Adequate insurance protection will be available at all times unless there is an increase in concentrations of value far beyond anything now foreseen, he said. Mr. Prentiss concluded: "The resources of insurance companies are ample and more capital is available than present operations require."

### Warns of Government Control

Dean John T. Madden of the School of Commerce, New York University, in a forthright address warned against the practice of regulating accounting as a method of exercising governmental control and not for the purpose of controlling the companies' accounting policies.

He declared that "the reasons for 'aboriginal cost' accounting are not accounting rea-

H. A. Ehrmann, New York, 1939 chairman of the Accounting Section, and Mrs. Ehrmann at the convention



sons. These accounting innovations are but the means of achieving some other end which could not be achieved by frontal attack. Accounting regulation, model 1940, braintrust-designed and politically conceived, streamlined and sleek, is the trojan horse of the original cost prudent investment theorists who, frustrated by the U. S. Supreme Court's consistent adherence during forty years to the principle of present value, now seek to obtain by indirection and cunning that which is denied them by the law of the land."

"Obviously, the end envisioned by our regulatory bureaucracy in the field of public utility accounting is not the correction of past accounting but merely the deduction when there is an enforceable deduction with no addition where there are items of equal merit which the enterprise failed to record or correctly classify," he said.

The Excess Profits Tax and its effect on various types of industries was the subject of a valuable address by Walter A. Cooper, partner in Barrow, Wade & Guthrie, New York, N. Y. Mr. Cooper, who is chairman of the Committee on Taxation of the American Institute of Accountants, presented a clear cut analysis of the possible repercussions of this new tax law.

#### *Interprets World Affairs*

After asking the delegates to "throw away your utility glasses for a half hour or more," William J. Baxter, director of the International Economic Research Bureau, New York, held a capacity audience until late in the afternoon with an address in which he laid down broad fundamental rules for the interpretation of world affairs. He interspersed his remarks with a number of amazing predictions, some of which astounded his audience.

Mr. Baxter's first fundamental thesis was that "there is no dictator in the world today as ruthless as nature, herself. The more one studies all phases of economics and economic trends, the more he is impressed with the fact that nature literally worships the low cost producer. Ruthless nature insists upon the economic firing squad executing the high cost producer whatever his character, color or race may be."

His second fundamental point was that "nature brings with riches a certain cancerous growth." His contention was that riches brought slovenly habits, soft living and other undermining influences which weakened the body economic.

The third and final fundamental developed by the speaker was that every period of history had its chosen people. "In our generation," he declared, "the chosen people are those fortunate enough to understand the 'machine age,' or the mastery of machines." He cited numerous examples from contemporary history to substantiate his thesis.

After predicting that England would lose the war, Mr. Baxter said the United States, in spite of its position in respect to mastery of machinery and its wealth, would go through a period of bankruptcy although it might be a limited one. He said that the country was "at or near the insolvency

level of debt." The debt of the Federal government," he stated, "is a first mortgage on all of the assets of business in this country."

The best thing that could possibly have happened to the utility industry, Mr. Baxter averred, was the persecution of that industry by the New Deal from 1932 to date. Declaring that this persecution had caused the utility executives to become efficient, he said: "They have looked at their costs and become better merchandisers."

Unlike many basic industries of this country, the utilities are not in the old age phase but more in the growth period, he stated in one of his few optimistic remarks. He said that government competition should not be taken seriously over the next few years because this is a machine age and power is of vital necessity to it.

Following a prediction that the Gallup poll on the presidential election would prove just as wrong as the Literary Digest poll in 1936, Mr. Baxter voiced a warning against over-expansion. "There is one thing this country does not need," he said, "and that is additional facilities in the gas industry or any other basic industry." He added that it is the very height of stupidity to buy equipment in this stage.

Tempering his previous kind words about utilities, Mr. Baxter closed with the statement that the general market was due for a decline and utilities would go down in sympathy with it although not in the same degree.

The session concluded with a rising vote of thanks to Chairman Flahive for his outstanding achievements during the year.

## Popular Luncheon Meetings Probe Accounting Problems in Clinic Fashion

THE accounting luncheon conferences held on Wednesday, October 9, under the direction of G. W. Fuchs, of the Philadelphia Electric Company, continued their record of being one of the most popular features of the convention. The practice inaugurated at the New York convention in 1939 was continued somewhat this year, in that the conferences were a combination committee session and discussion clinic.

Nine conferences were held as follows: Customer Relations, H. R. Flanagan, Philadelphia, Pa., discussion leader; General Accounting, C. E. Packman, Chicago, Ill., discussion leader; Property Records, O. H. Ritenour, Washington, D. C., discussion leader; Depreciation Accounting, H. C. Hasbrouck, New York, N. Y., discussion leader; Tax Accounting, C. R. Luebke, Chicago, Ill., discussion leader; Insurance, F. H. Deckman, Columbus, Ohio, discussion leader.

E. M. Alt, Hammond, Indiana, Chairman of the Customer Accounting Committee, arranged two customer accounting conferences; one dealing with unit vs. specialized plans of bookkeeping, with D. E. Maloney, Cleveland, Ohio, acting as discussion leader; and the other dealing with general Customer Accounting subjects conducted by A. W. Fyfe, New York, N. Y. Mr. Alt also arranged a separate Credits and Collections luncheon conference over which H. F. Quad, Newark, N. J., presided.

#### *Customer Relations*

The Customer Relations Committee developed a most interesting program by presenting three timely papers, together with a free and open discussion at the conclusion of each paper. G. A. Saas, Indianapolis, Indiana, presented a paper on the subject, "You're Right, That's Wrong," which deals with customer relations angles of merchandise adjustment work.

"Gaining Mrs. Customer's Good-Will" was presented by W. G. Murfit, Philadelphia, Pa. This paper deals with customer relations from the woman's viewpoint and cites the importance of surveys to find out what and why, and analyzes the "customer" in customer relations, influences in the attitude of women, Mrs. Customer's comments on six services, and pointers on how to please her.

Due to the absence of E. C. Wegener, Chicago, Ill., who prepared a paper on "Improving Service to New Customers," R. F. Bonsall, Baltimore, Md., presented and discussed the paper. It deals primarily with improving customer angles and extending service to new homes.

A large group of accountants attended this conference and from all indications everyone participated freely in the discussion.

#### *General Accounting*

Lively discussion in the General Accounting group revolved around topics relating to "Plant Acquisition Adjustments." It developed that this subject can still sustain a good deal of further exploration. While a limited number of questions have been raised by regulatory commissions during the past six months, indications are that the most important phases have yet to be determined. Because of the late hour, little time remained for the discussion of other subjects, and only brief discussion was held on "Relating Promotional Costs to Results" and "Overhead Construction Costs." Many of those present at the conference expressed hearty satisfaction with the information obtained.

#### *Property Records*

It developed that the majority of those in attendance at the Property Records conference had extensive experience in establishing and maintaining property records and

carrying on related transactions with both State and regulatory bodies. This subject was discussed in a very general way and because of the limited time, discussion centered around the major items of "Units of Property," "Inventory," "Pricing," and "Regulation." Consideration was not given to minor matters or details. The conference was of the opinion that it was one of the best sponsored by the Property Records committee during the two years of its existence.

#### *Depreciation Accounting*

The primary idea of the luncheon conferences, which is to make them serve as a vehicle for informal and spontaneous interchange of opinion, was emphasized at this meeting. There was no attempt to reach conclusions or take a vote on any formulated question. However, all participants in the conference should have come away with a clearer understanding of what are the principal problems connected with accounting for depreciation and the present trend of opinion among the accountants of the industry toward the way in which these problems can best be met as a practical matter.

The prevailing opinion among those taking part in the discussion appears to indicate: (1) that accounting for depreciation is primarily a problem in the equitable distribution or amortization of capital costs rather than a process of recording value of long-lived assets lost but not realized as a loss during a given accounting period; (2) that past experience with the retirement and replacement of items of depreciable property can be used only with the greatest caution in any attempt to estimate probable future retirements and only as a guide to managerial judgment, not as in itself establishing a satisfactory rule or formula; (3) that, nevertheless, studies of past experience are helpful and should continue to be made, although it is easy for the cost of such studies to mount to a point where it is greater than any conceivable value of the information to be derived therefrom.

A minority point of view was, however, ably and vigorously presented to the effect that by refined engineering and mathematical technique value lost but not yet realized as a loss can be determined for any particular accounting period with reasonable accuracy, and that the amount of lost value so determined should be the true basis for depreciation charges and depreciation reserves.

#### *Tax Accounting*

Because this was the first luncheon conference ever devoted to tax accounting in this Association, it was very gratifying to note that a substantial number of persons attended the meeting. The chief subject of discussion was the new Federal Excess Profits Tax. With the paper presented by Walter A. Cooper at the general session of the Accounting Section on the preceding day serving as an excellent basis for discussion of the subject, the nature and effect of the new tax legislation was analyzed in considerable detail. A number of specific problems and questions relating to the

new tax were presented, upon which many of those attending the conference expressed their views.

Other subjects discussed were Depreciation Allowances and Related Matters, Treatment of "Contributions" for Federal Income Tax purposes, tax problems in connection with pension plans, and forms and uses of tax control calendars. In connection with the last-named subject, George Lange of the Consolidated Edison Company of New York exhibited and described the tax control calendar prepared for use in his company. H. A. Ehrmann of the same company gave an interesting account of recent developments in the field of Social Security Tax legislation.

#### *Insurance*

During the past year, this committee was brought into the Accounting Section and the luncheon conference was, therefore, undertaken with considerable apprehension. It was gratifying to learn, however, that those attending this conference represented 10 different companies. One can readily imagine the tremendous field which can be covered by this committee and the difficulty which is thereby encountered in developing a well-rounded and informative discussion. Because of war conditions, considerable discussion was devoted to war-risk insurance, contractor insurance, blanket bond vs. specific insurance, and mutual companies vs. stock insurance companies.

#### *Customer Accounting Unit vs. Specialized Plans of Bookkeeping*

Henry Johnson, of Michigan Consolidated Gas Company, in response to many questions, outlined in detail the operation of the Customer Accounting Department in his company at the outset of this meeting. This is the Unit Desk Plan of Operation and has 40 unit desks in operation. Ohmer Ullery, of Ohio Fuel Gas Company, also covered the Unit Desk Plan of Operation, which is the plan under which his company operates its Columbus office.

J. A. Williams, of Niagara Hudson Power Company, entered into the discussion and gave details of the operation of the Station Plan of Accounting which is in effect in several offices of the Niagara Hudson Power and Light Companies. L. A. Mayo, of the Connecticut Light and Power Co., revealed some very interesting facts in connection with the study made by his company in connection with various plans of customer accounting.

It was also brought out that the Customer Accounting Departments of various companies are mindful of the possible contingencies which might arise through the present national defense program, or in the event of this country's participation in the war, and are preparing to meet them in the most effective way.

The subject of training was stressed but it was the consensus of the group that probably this subject was somewhat overemphasized. As a matter of fact, most companies are using women and while there will be some turnover, it is not believed

that it will be sufficiently large to make training a real acute problem. However, should costs rise or inflation take place, rates for utilities' products will not rise in keeping with the cost of living and the various companies will be faced with the real problem of retaining help as well as increasing efficiency of operation so as to maintain good customer service. Further thought and study is to be given to this matter during the ensuing year by all customer accounting groups.

Each of the advocates of the different types of customer accounting were firm in their belief that their particular system was the one best suited for their needs. However, it would appear that there might be a line of demarcation in the size of the company from the standpoint of the number of accounts. In the larger company, of course, there would be sufficient volume of specialized work which would enable the employees engaged in it to keep busy, whereas in the smaller company, such specialization might not be satisfactory from the standpoint of efficiency. Also the time required to train an employee in one specialized operation would be much less than would be required for a more thorough coverage of a number of operations.

Several other details of customer accounting were discussed as well as the operation of objective rates. It was brought out in this discussion that some of the objective rates, such as those for water heating, require considerable police work on the part of the gas company to make certain that customers comply with the established regulations.

#### *Customer Accounting General Subjects*

A portion of the time devoted to this conference was taken up with a presentation of a paper by E. F. Embree of New Haven, Conn., on the subject of "Merchandise Accounting Practices." This paper was also presented in the conference devoted to the unit vs. specialized bookkeeping plans. The presentation summarized the practices of representative companies and particular emphasis, supported by exhibits, was placed on the wide variations in forms used. It appeared to be a field in which further study might be carried on with the idea of recommending certain practices and policies for simplification of systems. Discussion also was actively participated in by members on the following subjects:

- Factors involved in establishing or revising meter reading routes.
- Advantages and disadvantages of various plans of account numbering. (Folio numbers.)
- Problems of meter reading in rural and suburban areas.
- New features of bill design.
- Machine-printed collection notices.
- Means of making prorated-period bills self-explanatory.
- The value of meter numbers and credit data on addressing media.

As usual, the variety of subjects which  
(Continued on page 399)



# National Accounting Conference To Be Held in Detroit, Dec. 2-4

THE Accounting Committees of the American Gas Association and the Edison Electric Institute will hold the Fourth National Accounting Conference at the Book-Cadillac Hotel, in Detroit, Mich., on December 2-4.

Reflecting the mutual belief that accounting activities of both industries will benefit greatly through co-ordination of research on common problems, this year's conference will bring together the corresponding accounting groups of the two associations. Considerable emphasis is being placed on separate meetings of specialized groups, but the two general sessions have been planned to capture and hold the interest of visitors concerned with public utility accounting in all of its branches.

To insure maximum efficiency in the selection of the speakers and subjects for this year's program, Chairmen E. N. Keller and G. H. Bourne, leaders of the accounting activities of the two associations, have appointed a Planning Committee headed by those two veterans, Frank Flahive and Barney Rodey. They are being aided and abetted by seasoned men from both associations.

The cooperation of the gas and electric utility accountants will undoubtedly promote efficiency in accounting research. This appears especially true with regard to the many combination companies whose accountants are active in the two associations. Too, coordinated effort will stimulate more widespread response and will, it is hoped, give greater weight to the views and opinions worked out in this way. Judging from the interest already displayed, last year's attendance of over 700 will be substantially exceeded this year.

## Economy Theme

The general sessions will cover the broader non-specialized aspects of utility accounting. The principal theme this year, in keeping with the time honored practice in all branches of the utility industry, will be the matter of ways and means for reducing costs. Rising costs, particularly accounting costs brought about by the injection of enhanced regulatory requirements, have made it imperative that something be done to offset these additional operating expenses, if the industry is to continue the practice of reducing rates to its customers. In addition, our national defense program requires a strict husbanding of our national resources, which is impossible without air tight accounting. Needless to say, however, there will be no slighting of perennial friends—taxation, plant accounting and original cost problems and last, but by no means least, depreciation. A dissertation on Americanism is sure to be both timely and inspiring.

## Specialized Group Meetings

More emphasis this year has been placed on the character and detail of the separate group meetings. There will be more than the presentations of formal papers. All the group chairmen have promised to provide for and encourage sponsored informal discussions. Some of these groups are also arranging luncheon conferences for Tuesday afternoon. These meetings will include con-



Co-Chairmen of the National Accounting Conference, G. H. Bourne, E.E.I., and E. N. Keller, A.G.A.

ferences of the following groups: Customer's Relations, Commercial Accounting and Collections, Depreciation, Plant Accounting and Records, Classification of Accounts, and other General Accounting activities.

**Customer Activities.** The plans of the Customer Accounting and related groups are already well advanced and will deal with the following topics:

- (1) Customer Sampling Procedure.
- (2) Credit and Collections.
- (3) Education of Commercial Employees.
- (4) Alphabetic Numeric Punch Card Billing and Tabulating
- (5) Punch Card Cash Stubs and other recent developments in this field.

The Customer Activities Group plan to have a full discussion of the above papers at the general session on Monday, December 2, and have scheduled three separate luncheon meetings for Tuesday noon followed by informal discussions of these and other timely problems. This group is also considering a planned tour of the accounting plants of both the Michigan Consolidated Gas Company and The Detroit Edison Company.

Following the recent organization meeting of the accounting committee of the American Gas Association, the plans for this group meeting are being worked out under the leadership of D. E. Maloney, chairman, Customer Accounting; Harold Quad, chairman, Customer Collection, and Harry Jeffs, chairman, Customer Relations, with J. A. Williams coordinating the work of three A. G. A. Customer Activities Groups, working with L. A. Mayo, chairman of the E. E. I. Customers' Relations, Commercial Accounting and Collections Committee.

**Depreciation Committee.** The difficult subject of depreciation will be in the hands of H. L. Gruhn and H. C. Hasbrouck, chairmen. This assures a program arrangement that will present novel and interesting aspects of a timeworn but tremendously important field. Accountants who specialize in depreciation and executives interested from a management viewpoint will not want to miss these sessions.

Advance information indicates that some of the subjects to be dealt with are: (1) presentation of depreciation testimony, (2) glossary of depreciation terms, (3) straight line depreciation as such, (4) what depreciation is not, (5) why future service life may differ from past experience, (6) variation in the accrual of obsolescence with growth of business cycles, (7) average service life, its determination and forecast, (8) principles of depreciation, etc.

**Plant Accounting.** Under the capable leadership of H. B. Hardwick and E. F. Wessel, Chairman of the Plant Accounting Committees of the A. G. A. and E.E.I. respectively, formulation of an interesting program for this group session is well under way. Subjects planned for discussion include a plan for perpetuating results of original cost record, standard cost theories, over-itemization of property records, fields of reducing plant record cost, acquisition adjustment problems and methods of handling maintenance associated with new construction.

The proper allocation of cost of replacement projects and indirect and overhead construction costs will come up for renewed discussion. The committee will concentrate on two phases, namely, methods for handling general and administrative costs, and engineering and superintendence.

**Classification of Accounts.** The activities of this group are rapidly taking form under the experienced direction of S. J. Barrett, chairman of the Uniform Classification of Accounts Committee of the A. G. A. and A. M. Hartogensis, who heads the corresponding committee of the E.E.I. Subjects scheduled to date include (1) accounting for interchange power, (2) discussion of recent trends in newer uniform systems of accounts in several states, (3) problems of uniform classification in sys-



tem companies, (4) putting the system of accounts to work, and (5) can benefits be derived by classifying operating revenues?

**Tax Accounting.** Plans for an interesting session are under way under the direction of Chairman R. M. Campbell of the A. G. A. Taxation Committee.

**Materials and Supplies.** The plans are proceeding under the direction of chairman G. McDougall of the E.E.I. and W. F. R. Münnich of the A. G. A. and include the presentation of a short motion picture on the subject of Accounting for Materials and Supplies with Mechanical Accounting Equipment, and discussions of such matters as the accounting for "exempt" materials, inventory control and simplification of inventory procedures, maintaining Purchasing Department price records, and a review of machine accounting methods as applied to Stores Records.

The Detroit Edison Company and the Michigan Consolidated Gas Company will be hosts to the Conference. These companies will welcome visits to their offices. Information clerks will be provided at the registration desks to facilitate the reviewing of points of interest in Detroit. Those desiring to visit the Ford River Rouge Plant and the famous Greenfield Village will have the opportunity on Wednesday afternoon.

## Accounting Luncheon Conferences

(Continued from page 397)

lent themselves to informal discussion not only necessarily left many important subjects untouched, but also again emphasized the value and popularity of these informal luncheon conferences which have come to occupy so important a part of the industry's conventions and meetings.

### Credits and Collections

An exceptionally large group participated in the lively discussion enjoyed at this conference on the subjects of deposits, collection of final bills by outside agencies, the restricted use of field collection representatives, wage incentive plans, and credit requirements as affected by conscription.

The matter of deposits is a subject of great importance to collection men. Three important factors were considered—the complete elimination of deposits for residential customers, the substitution of a more careful credit investigation, and the cost of deposit maintenance in relation to the increase in uncollectibles.

P. E. Eddy of The Peoples Gas Light and Coke Co., Chicago, offered some valuable comments relative to the practice of his company in working toward a liberalized deposit policy.

After considerable further discussion, actively entered into by many delegates, the consensus was that there is a definite trend toward a very liberal deposit policy throughout the utility industry. By proper individualized treatment, it was decided that

it eventually would be possible to almost completely eliminate residential deposit requirements. Many opinions were presented regarding the exact cost of deposit maintenance in relation to the increase in uncollectibles, and there is a strong feeling that deposit requirements should be liberalized in order to prevent increased costs.

The period for voluntary refund of deposits varied among those companies represented, from a few months to five years. Refund at customer's request is universally accepted as proper policy and procedure. An interesting plan for guiding request for residential deposits was discussed by Mr. Stafford of the Washington Gas Light Company. This plan, which is now in process of preparation, is based almost entirely upon

## Accounting Post Goes To O. W. Brewer



O. W. Brewer

**ORVILLE W. BREWER**, a member of American Gas Association headquarters staff since April, 1921, has been appointed secretary of the Accounting Section, as of November 1, succeeding the late Hugh W. Hartman. During his affiliation with the Association, Mr. Brewer has been in charge of its finances, with the title of Auditor.

Previous to joining the staff, he was engaged in public and private accounting, and was for several years connected with the Public Service Electric & Gas Company of New Jersey.

He was active in the organization of the Controllers Institute of America, a member of the Executive Board, and is now serving the Institute as treasurer. He is also a member of the National Association of Cost Accountants, the Accountants Club, and the New York Society of Accountants.

difference in the characteristics of residential areas. A map has been blocked out into districts where deposit should be requested or waived. This plan will still permit individual interpretation of credit information. It should be useful as a general guide to customer's service clerks.

E. Driscoll, Newark, N. J., assisted in the discussion of the collection of final bills by outside agencies. Relatively few of the company representatives at the conference were able to give the results of their actual experience with the use of outside agencies. Of the three companies represented which had experimented with the idea, only one was favorably inclined. Northern Indiana Public Service, represented by Mr. Thacker, had used outside collection agencies for 18 months, but had reached the decision that this type of collection activity has not proved satisfactory. The amount collected on final bills is no better than was previously collected by their own efforts.

In discussing the need of field collectors, Mr. Alt explained the practice which is now in effect in a part of his company whereby collectors have been practically eliminated. This was done because it had been suspected that many of the accounts formerly collected by field effort would have been paid under any circumstances. To date there has been no appreciable increase in outstanding balance, and the withdrawal of collection effort has helped to improve customer relations.

Mr. Lever of The Philadelphia Gas Works Company expressed his opinion that this experiment was of considerable value and that the principle involved is worthy of further investigation. At this point many company representatives expressed their views concerning proper collection call coverage, and it was not advisable to prolong the discussion in complete detail.

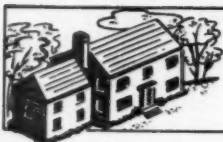
T. H. Million of Philadelphia, Pa., explained the operation of the Wage Incentive Plan in effect in his company. A decided interest was evident and Mr. Million was aided in answering questions during the ensuing discussion by Mr. Eddy of The Peoples Gas Light and Coke Co., Chicago. Apparently these were the only companies represented with the Wage Incentive Plan in actual operation, and no definite conclusions were obtainable.

Also some discussion was forthcoming regarding credit requirements as affected by conscription. The committee was in general agreement that nothing should be done to vary regular credit procedure at this time.

## Utility Expert Dies

**V. B. SANDERS**, assistant to the vice-president in charge of finance and accounting, Public Utility Engineering and Service Corp., died in Evanston, Illinois, after a long illness.

He was well known throughout the public utility industry for his work in public utility accounting procedures and practices. He was fifty-three years old.



# Commercial SECTION

R. J. RUTHERFORD, Chairman  
E. J. BOYER, Vice-Chairman  
J. W. WEST, JR., Secretary

## Effective Domestic Sales Program Brings Gas to New Popular Peak

THE gas industry today is more firmly entrenched in the home than it has been during the course of its existence. Its sales are up, its service is better, and its appliances are the envy of its competitors. These facts stood out in the forward-looking program of the Commercial Section at the annual convention in Atlantic City, when new ideas for sales promotion, home service, and good public relations were broached and winners of awards for outstanding sales achievements were honored. A packed audience of 800 sales executives, advertising men, home service directors and other sales-minded people followed the program with close attention.

R. J. Rutherford, vice-president of the Worcester Gas Light Company, Worcester, Mass., was elected chairman of the Commercial Section for the 1940-1941 term. The new vice-chairman, elected at the same

time, is E. J. Boyer, sales manager of the Minneapolis Gas Light Co., Minneapolis, Minn.

Davis M. DeBard, vice-president of Stone and Webster Service Corp., New York, and chairman of the Section, struck the keynote when he said that "the gas industry is in a position today to take full advantage of a nation-wide recovery movement, even though this upturn has been brought about by a world crisis.

"It is fortunate that during the depression all units of our industry went ahead steadily with programs of modernization, general research, perfection of appliances and equipment, national advertising and sales promotion. Costs in our industry are under good control today and dealer relations are at a peak," Mr. DeBard said.

Substantiating his optimistic viewpoint with facts, Mr. DeBard pointed out that

the total number of domestic customers was 16,581,000, an increase of 2.5 per cent, and that revenue for domestic gas sales was up 7.1 per cent. Asserting that this was proof of the effectiveness of the Commercial Section's program, Mr. DeBard then outlined the major accomplishments of the section during the past year.

A glimpse of what the Section will undertake in 1941 was provided when Mr. Rutherford, as chairman-elect, presented "Scanning the Planning for '41," a symposium of the incoming chairmen of the Section's committees. Each chairman presented a brief outline of the plans of his group for the year. It was apparent by the close attention of the audience that this method of announcing the year's activities met with wholehearted approval.

### Domestic Load Trend Is Up

An encouraging picture of the trend of the domestic load, was painted by George F. B. Owens, vice-president, The Brooklyn Union Gas Company, Brooklyn, N. Y., in an address covering the progress made by his company in increasing its domestic gas sales. During the period 1936 to 1939, Mr. Owens said, the company sold to its 701,000 domestic customers:

- 45,105 ranges, or one out of every 15.5 domestic meters.
- 60,942 refrigerators, or one out of every 11.5 domestic meters.
- 13,192 water heaters, or one out of every 15 one- and two-family houses.
- 8,266 house heaters, or one out of every 24 one- and two-family houses.



Six top-notch gas range salesmen being congratulated by George L. Scofield, chairman, Domestic Range Committee, for their achievements in winning the CP Ranger Club all-expense trips to Atlantic City by leading their regions in the sale of CP gas ranges in 1940. Left to right are: E. P. Jeffin, Minneapolis Gas Light Co.; B. J. Coulon, Atlanta Gas Light Co.; L. Wasson, So. Counties Gas Co.; Mr. Scofield; A. W. Bailey, West. United Gas & Electric Co.; W. J. Collins, Iroquois Gas Corp.; and G. G. Fowle, The Gas Service Co., Kansas City

Right—National leaders in the CP gas range drive, left to right: John E. Bogaw, A. G. A. E. M. sales counsellor; Davis M. DeBard, retiring chairman, Commercial Section; Mr. Scofield; Lloyd C. Ginn, chairman, CP sales promotion committee; and R. S. Agee, CP sales promotion manager





Representatives of companies which won "Annual Best Performance" awards with their prizes at the Convention. Left to right, front row: H. Carl Wolf, Atlanta; Clifford E. Paige, Brooklyn; B. T. Franck, Milwaukee; George S. Jones, Servel, Inc.; J. W. West, Jr., A. G. A.; W. A. Hudson, St. Louis; J. H. Wills, Adrian, Mich.; B. J. Wittman, Chicago; Maurice White, Mobile, Ala.; and E. V. Bowyer, Roanoke, Va. Second row: Kenneth Browne, Milwaukee; L. H. Albus, Pittsburg, Kan.; Fred Kenne, Miami; T. T. Smith, Macon, Ga.; Ralph Steele, Staunton, Va.; L. N. Yetter, Atlantic City; and E. L. Coward, Lockhart, Texas. Third Row: L. Hamilton, Augusta, Ga.; R. B. Ingle, Macon, Ga.; F. B. Jones, Pittsburgh; Clyde Potter, Los Angeles; W. L. H. Geldert, Jr., Los Angeles; J. E. Kern, Los Angeles; J. B. Parkinson, Trenton; J. W. McElderry, Aiken, S. C.; and J. W. Lea, Atlanta



Clifford E. Paige receives a plaque from B. T. Franck for his company's leadership in refrigeration sales during the year

As a result of these appliances sales, which resulted from an aggressive promotional campaign, the base load of the company has increased 5 per cent since January 1936 and is still rising, he said.

Though house heating gas sales were eliminated from the base load trend, Mr. Owens said this factor was of vital importance to the base load because it protected the cooking and refrigeration loads, and assisted in maintaining or adding the water heating load.

He closed his address by stating that selling the public the idea that the gas industry is modern, vital and growing is of vital importance today.

#### *Desires Ahead of Pocketbook*

The wants and desires of the American people are far ahead of their pocketbooks, T. V. Houser, vice-president, Sears Roebuck & Co., Chicago, told the Commercial Section in the course of a penetrating analysis of retail merchandising. He said that there are no so-called classes in buying power, consisting of large groups at some mythical income. Rather, he pointed out, there is a gradual diminution of buying power from the family who has the most to spend to that family which has the least to spend.

"Any line of merchandise offered by a retailer must follow the same orderly curve and represent relatively as great an intrinsic value at one end of the price scale as at the other," Mr. Houser said. "Therefore, our retail merchandising begins on the drafting board, the clay modeling bench, and progresses logically to the finished line of merchandise."

Mr. Houser said that full cooperation with utilities has been a basic part of his

company's program, pointing out that they sell only A. G. A.-approved gas equipment and follow suggestions of operating utilities in the field in the design of their goods.

Referring to installation and servicing practice, he said: "In some instances gas companies have taken over the entire adjustment and service after installation by us; in other cases joint arrangements have been made. There appears to be a trend in this direction which is sound." In the cases of house heating and water heating appliances, "we maintain a free engineering and estimating service, which definitely insures the proper type and size of equipment sold and installed."

In conclusion, Mr. Houser stressed the importance of allowing the dealer to make a reasonable profit in his sales of gas appliances.

#### *Refrigeration Winners Honored*

B. T. Franck, vice-president, Milwaukee Gas Light Co., and chairman, A. G. A. Refrigeration Committee, made an impressive talk on the subject of gas refrigeration. He discussed the results of the first "all-year" refrigerator-selling campaign conducted under the auspices of the committee, which came to a brilliant close at the convention with the announcement of the winners of the Bermuda flight awards, and the trip by air two days later on a Pan-American clipper ship. The campaign which had as its theme, "Life Begins in '40" was considered more successful than any of its predecessors. It was conducted in collaboration with the Association of Gas Appliance and Equipment Manufacturers and Servel, Inc.

Announcement of the companies and salesmen entitled to the Bermuda flights

was made by Mr. Franck who reported that 484 companies, representing 12,189,000 meters, and more than 3,600 sales employees had competed for awards during the campaign.

Mr. Franck stated that three major phases of gas refrigerator selling had been emphasized during the campaign, namely, the importance of all-year-round refrigeration; the advantages of specialty selling in the gas refrigeration field; and the opportunity for sales in the replacement market.

Under the terms of the 1940 gas refrigeration campaign, trips to Bermuda were offered to 24 companies that led in sales of gas refrigerators during the period of the campaign and to six gas company sales employees with the highest individual sales records. Each winning company chose an official to make the flight on its behalf, making 30 persons entitled to the Bermuda flight. Accompanying the former were eight other gas industry leaders, including officials of Servel, Inc., the American Gas Association and the Association of Gas Appliance and Equipment Manufacturers.

The Bermuda party, 38 passengers in all, left the North Beach airport, New York City, Thursday afternoon, Oct. 10, arriving in Bermuda in the evening. The return trip to New York was made Sunday, Oct. 13. A program of golfing, sailing, fishing, swimming and sightseeing was enjoyed by the entire group.

#### *Bermuda Flight Winners*

Those making the Bermuda flight were: Annual Best Performance Sales Pilots:—L. H. Albus, The Gas Service Co., Pittsburg, Kansas; E. V. Bowyer, Roanoke Gas Co., Roanoke, Va.; E. L. Coward, South-



west Natural Gas Co., Lockhart, Texas; Jack W. Fiedler, Atlantic City Gas Co., Atlantic City, N. J.; Walter L. H. Geldert, Jr., Southern Counties Gas Co., Los Angeles, Calif.; Lewis Hamilton, Georgia Public Utilities Co., Augusta, Ga.; Norton J. Holmstrom, Milwaukee Gas Light Co., Milwaukee, Wisc.; William A. Hudson, Laclede Gas Light Co., St. Louis, Mo.; R. B. Ingle, Macon Gas Co., Macon, Ga.; J. E. Kern, Southern California Gas Co., Los Angeles, Calif.; Arthur F. R. LeFebvre, Public Service Electric & Gas Co., Trenton, N. J.; J. W. McElderry, Georgia Public Utilities Co., Aiken, S. C.; Clifford E. Paige, The Brooklyn Union Gas Co., Brooklyn, N. Y.; Clyde H. Potter, Southern Counties Gas Co., Los Angeles, Calif.; Raymond G. Rees, The Peoples Gas Light & Coke Co., Chicago, Ill.; N. K. Satterfield, Equitable Gas Co., McKeesport, Pa.; Adolph Seerth, Florida Power & Light Co., Miami, Fla.; T. T. Smith, Macon Gas Co., Macon, Ga.; Ralph Steele, Virginia Gas Distribution Corp., Staunton, Va.; Frank G. Terrill, Atlanta Gas Light Co., Atlanta, Ga.; J. H. Wills, Citizens Gas Fuel Co., Adrian, Mich.; Maurice White, Mobile Gas Service Corp., Mobile, Ala.; J. W. Lee, Atlanta Gas Light Co., Atlanta, Ga.

The Pioneers of Progress Sales Pilots who made the trip were: Ernest E. Audino, Providence Gas Co., Providence, R. I.; Joseph A. Driscoll, The Brooklyn Union Gas Co., Brooklyn, N. Y.; William B. Gilmer, Alabama Gas Co., Montgomery, Ala.; Robert W. Smith, Georgia Public Utilities Co., Griffin, Ga.; Albert Timmer, Jr., Michigan Consolidated Gas Co., Muskegon, Mich.

Flight Guests making the trip were: C. W. Berghorn, A. G. A. E. M., New York City; B. O. Brown, Servel, Inc., New York City; R. C. BonSeigneur, Servel, Inc., Evansville, Ind.; R. J. Canniff, Servel, Inc., Evansville, Ind.; W. E. Derwent, A. G. A. E. M., Rockford, Ill.; B. T. Franck, Milwaukee Gas Light Co., Milwaukee, Wis.; Geo. S. Jones, Jr., Servel, Inc., Evansville, Ind.; John W. West, Jr., American Gas Association, New York City; Grant Fink, Servel, Inc., Chicago, Ill.; and Louis Ruthenburg, Servel, Inc., Evansville, Ind.

The Wednesday afternoon session, with R. J. Rutherford, chairman-elect, presiding, featured a varied program of sales topics together with a splash of drama and a movie which added to the wide appeal of the program.

#### Certified Quality Heating Program

Leading off this meeting, B. H. Witmann, manager of the domestic sales department of The Peoples Gas Light and Coke Co., Chicago, discussed the Certified Quality Heating Program sponsored by his company. Designed to protect the public by promoting high standards for house heating equipment and proper installation practices, this program begins with a published set of standards which serves as an impartial buying guide for equipment. The utility company, through its own sales organization, sells only those products which meet these standards and cooperates only with contractors who make quality instal-

lations. Enforcement of the standards is carried out by guarantee certificates, furnished by the company, which are backed up by the manufacturer and installing contractor.

Mr. Witmann pointed out that the standards, as such, while they involve many technical points on equipment construction and installation practice, are secondary to the entire principle of the program. He explained that the company is primarily interested in promoting customer satisfaction through Certified Quality performance in heating equipment.

J. Burr Gibbons, vice-president, Rogers, Gano & Gibbons, Tulsa, Okla., under the provocative title, "Courting the Modern Priscilla," presented an inspirational address stressing the importance of the human element in maintaining good public relations. He warned big business organizations against performing in a mechanical



*This dramatic display at the convention focussed attention on the CP water heater program*

manner without recognition of the individual personal relationship which is the prime fundamental of retaining the public's good will. "You will not necessarily solve your public relations problem by what you think is the matter with your business. What counts is what the public *thinks* is the matter," he said.

Providing a dramatic element to the Commercial Section program, the presentation of "The Eternal Triangle" by the Jersey Central Power & Light Company of Asbury Park, N. J., was the outstanding feature of this meeting. With the precision and effectiveness of a fine Broadway play, a three-cornered conversation was staged to demonstrate how home service, customer service and sales, can erase the eternal triangle problem and bring about customer satisfaction by proper coordination of their respective activities.

Music, "Home on the Range," introduced a record with the voice of Milton Cross speaking on Station A. G. A. to announce a new version of an old story—with all of the elements of a serial of everyday life, a sort of Information Please and Quiz Session all wrapped up into one brief 15-minute program. With this introduction

and a full-dress background of an illuminated triangle, this feature was presented by Mrs. Eliza Stephenson, home service director of the company and chairman of the A. G. A. Home Service Committee; John T. Martin, superintendent of customer service, and B. A. Seiple, vice-president in charge of sales.

Mrs. Stephenson pointed out that the success of a home service department depends upon its happy relationship with the customer service department and Mr. Martin explained how soon service enters the picture after the sale has been made. The ensuing conversation brought out forcefully how a mutual working agreement can be carried out with the three phases of customer contact within a gas company.

Mr. Seiple ended the story of the eternal triangle by concluding that "Sales excite the customers' imagination and provide them with modern, efficient gas appliances—that Home Service sees to the use and usefulness of these same appliances and that Customer Service answers the mechanical tie between the appliance and our fuel, GAS. And further, that if we are to encompass 'Customer Satisfaction,' all three sides of this triangle must be equally strong."

#### Residential Construction Gaining

"Fifth columns do not march out of the ranks of home owners," Bernard L. Johnson, editor of the American Builder & Building Age, Chicago, told the delegates, pointing out that residential construction in this country has staged a dramatic and consistent comeback since 1934 and that new home building for 1940 is running 10 per cent ahead of 1939, with a still greater volume predicted for 1941.

"Genuine mass housing is here," Mr. Johnson said. "A greater proportion of the homes built today are in the price range of low and moderate income families, where real volume can be attained. Today the piled-up need for new homes is the greatest in our history. It is estimated at from two to four million family units, enough to keep the building industry at top speed and volume for years."

After paying tribute to the gas industry for constructive educational work done to establish the use of gas for the "4 Big Jobs," Mr. Johnson pointed out that the importance of cultivating the new home market arises from the fact that the new homes put up in any neighborhood serve as models for the remodeling and re-equipping of many of the older homes.

W. J. Schmidt, general sales manager, Long Island Lighting Co., Mineola, N. Y., whose company has made an exceptional record in water heater sales, delivered a hard-hitting paper entitled "The Gas Industry's Cinderella." With the aid of a series of charts, Mr. Schmidt stressed the necessity for more aggressive, coordinated promotion of this vital load. He compared the promotional efforts of the gas industry with the efforts of our competitors and concluded that there was a great disparity in favor of the latter. "It's high time, we did something about this condition," he said.

The spearhead of attack in the battle for



the cooking business is the Certified Performance range program, C. C. Young, assistant new business manager of The Gas Service Co., Kansas City, Mo., and a regional CP manager, said in the course of the presentation of a highly interesting series of slides augmented by a running monologue. He credited the CP program with "at least temporarily forestalling any serious attack against the keystone of the arch of our revenues," but warned that there are eight million obsolete gas ranges in America which must be replaced. He set a goal of two million gas range sales for next year and concluded: "Let's make this slogan mean just what it says—'For Everyone in '41 it's CP.'"

Following up Mr. Young's remarks, George L. Scofield, of the Republic Light, Heat & Power Co., Buffalo, chairman of the A. G. A. Domestic Range Committee, presented a series of slides which gave the highlights of the CP program for 1941. Complete details of this program are being mailed to the gas industry.

A feature of this session was the national revue of the CP Ranger Club in which Mr. Scofield, as commanding director, presented

awards to the eight regional winners of all-expense trips to the convention. These men, who were feted throughout the convention as the nation's outstanding gas range salesmen, were presented to the Commercial Section by Mr. Scofield. Those so honored were: G. H. Porter, Bridgeport Gas Light Company, Bridgeport, Conn.; W. J. Collins, Iroquois Gas Corp., Buffalo, N. Y.; B. J. Coulon, Atlanta Gas Light Co., Atlanta, Ga.; A. W. Bailey, Western United Gas and Electric Co., Downers Grove, Ill.; E. P. Rieflin, Minneapolis Gas Light Co., Minneapolis, Minn.; G. G. Fowle, The Gas Service Co., Pittsburg, Kan.; W. E. Fletcher, The Dallas Gas Co., Dallas, Texas, and L. Wasson, Southern Counties Gas Company, San Pedro, Calif.

The session closed with the showing of a sound technicolor film "Fun in the Kitchen," produced by the Pacific Coast Gas Association, which is described in a separate article in this issue of the MONTHLY.

An innovation at this year's Commercial Section meetings was the presentation of a display depicting the work of the Section during the year.

service director of the Lone Star Gas Company, speaking on, "The Voice of Advertising," said that as far as she knew, the home service department in her company was the only one working directly under the supervision of the advertising department, and for that reason, had a double tie-in with sales and advertising.

Radio is used to stretch the home service program over the wide territory served by this company. The effectiveness of radio as a means of advertising, and of timely, well-printed material for distribution from district offices was proven this summer when five radio announcements completely sold out the first edition of 30,000 canning booklets in less than six weeks. Miss Berry stated that their weekly home economics bulletins have been made available to the home economics teachers in the majority of the 300 towns served by this company, and teachers have reported the use made of this material in their class work.

The theme of the breakfast, "Home Service in the American Way of Living" was introduced by Walter C. Beckjord, president of the American Gas Association, when he stated that the highly organized group of home service directors could make an important contribution to the national defense program by their readiness to serve in any emergency involving the food consumption of the country. He said that home service departments, through their regular channels of activity, have a real opportunity to be of service in the solution of economic problems following naturally in the wake of the European conflict.

#### *Consumer Movement Here To Stay*

Alexander Forward, managing director of the Association, in a forthright talk, said that the consumer movement was of the "grass roots" variety and could not be ignored. As the consumer agent of the gas company, the home service director can "establish confidence in the minds of the consumer on the essential nature of our product, its reliability and flexibility," he said. There will be no consumer problem in the gas industry if the facts are made known through our advertising and promotion, and especially through our home service workers, Mr. Forward declared.

Davis M. DeBard, chairman of the Commercial Section, outlined briefly the purpose of a community development project introduced this year and toward which home service can apply its activities.

#### *The Cook Book Revue*

Authors of well-known cook books were present to be introduced with their books by George Rector, author of the Gas Exhibits cook book "Home on the Range." Orchids for their accomplishments were presented by the Home Service Committee to the following authors: Edith M. Barber, Eloise Davison and Hazel Young of New York; Mrs. Ella Liner Lambert of the Milwaukee Gas Light Company and Lucy Maltby of Corning, N. Y.

Greatly assisting in the operation of the Home Service Breakfast was a committee

## Popular Home Service Breakfast Stresses American Way of Living



Eliza M. Stephenson

day, October 9.

A frequent comment, "These home service girls certainly know how to stand on their feet, say what they have to say directly and concisely, present one central theme in an interesting way, and then sit down," was a tribute not only to the speakers but to the fast-breaking nature of the program itself. Three minutes was the time given to four speakers on subjects of ready application to many companies. These were introduced by Mrs. Eliza M. Stephenson, Jersey Central Power and Light Co., Asbury Park, N. J., who presided as chairman of the Home Service Committee.

In developing her subject, "Training Maids for the Homemaker," Ida Lansden, Virginia Public Service Co., Alexandria, Va., stated that the purpose of special training for maids was to bring them up-to-date on cooking methods, and to assist the em-

ployer, i.e. the customer, in getting better meals with a better understanding of fuel consumption.

"To 'Deal in the Dealer' is recognized by utilities as progressive merchandising," Colleen Fowler, Kansas City Gas Co., said in pointing out the rapid expansion of home calls made on appliances sold by dealers. This company follows the practice of making calls after sales of all of the gas appliance dealers in Kansas City.

Miss Fowler described in detail the various services offered and closed with the statement that "It is the aim of the home service department to serve impartially. Thus, to 'Deal in the Dealer' affords home service a wider opportunity to serve the company, the dealer and the customers and to contribute its service in the American Way of Living."

"Teachers, Teas, Talks" was the topic discussed by Betty Stafford, Bridgeport Gas Light Co., who pointed out that time and effort spent in cooperating with home economics teachers is well worth while. She outlined a special activity where teachers were invited to tea by the gas company and a special talk on equipment together with a friendly quiz were given. As a result of a group of these special occasions, the teachers have been interested enough to bring hundreds of high school girls to the gas company auditorium to see special films and hear equipment discussions.

Albertine Berry, incoming chairman of the Home Service Committee and home

of fifteen assigned to act as hostesses at the tables. These included Mary N. Hall, Elizabethtown Consolidated Gas Co.; Della Cordery, Catherine Cahalan and Loretta Brady of the Public Service Electric and Gas Co. of New Jersey; Madolin Vautrinot, Atlantic City Gas Co.; Mary Evans, Scranton-Spring Brook Water Service Co.; Ruth Sheldon, Washington Gas Light Co.; Cecil Harvey and Lois Payne, Westchester Lighting Co.; Marjorie Wardman, Long Island Lighting Co.; Ruth Soule, The Brooklyn Union Gas Co.; Jane Roberts, Roberts & Mander Stove Co.; and Louise Sherred, Edith Hopkins and Helen Cavanagh of the Jersey Central Power & Light Company.

#### Home Service Committee Reports

At each place, there was an envelope of committee reports to which Mrs. Stephenson referred at the close of the breakfast. The Home Service Committee has completed four printed interim bulletins entitled: "Cooking Survey," "Home Service in the CP Range Program," "Points and Paragraphs on Gas Refrigeration" and "Points and Paragraphs on Gas Water Heating." The CP Range Cookery Chart has also been prepared for distribution by gas companies and gas range manufacturers.

A report from the Customer Relations Committee of the Accounting Section was presented by Beatrice Cole Wagner, who worked on the committee as home service representative. Miss Wagner outlined the way in which the questionnaires had been sent out to customers, and the satisfying conclusions received as to the acceptance of home service assistance by women customers.

Orchids for the authors of the Cook Book Revue, and gardenias for the women guests at the breakfast made the occasion a very colorful affair. The gardenias were presented with the compliments of the Bryant Heater Company of Cleveland.

### Report Covers Gas Service Forms

A NEW report on "Gas Service Request Forms," prepared by the Commercial Section of the American Gas Association, is now available to the gas industry. Published as Interim Bulletin No. 60, the report covers a detailed study of forms actually used in a representative group of gas companies, including manufactured, natural and combination gas companies. It contains a liberal number of illustrations and complete explanations of the standard practice in each case.

Since each company receives many kinds of customer service requests with reference to the operation of appliances or other problems, it is essential that these reports be properly designed to give the service division as much information as possible. This bulletin gives valuable assistance in this respect.

Copies of Interim Bulletin No. 60 may be obtained from the Association at a price of 50¢ to members and \$1 to non-members.

### Home Service Committee Chairman Appointed



Albertine Berry

R. J. RUTHERFORD, chairman of the A. G. A. Commercial Section, has announced the appointment of Albertine Berry, home economics director of the Lone Star Gas Company, Dallas, Texas, as chairman of Home Service Committee of the American Gas Association. Miss Berry succeeds Mrs. Eliza M. Stephenson, of the New Jersey Central Power & Light Co., Asbury Park, N. J., who served as chairman during the 1939-1940 term.

### Ninth Annual Gas Refrigeration Drive Gets Under Way

FOR the ninth consecutive year a nationwide gas refrigeration campaign will be conducted by the American Gas Association Refrigeration Committee which will have as its theme "Opportunity Unlimited." The campaign began on Oct. 1, and will continue until Oct. 1, 1941. Announcements of the 1940-1941 selling drive was made by Bernard T. Franck, vice-president of the Milwaukee (Wis.) Gas Light Co., who is chairman of the 1941 Refrigeration Committee.

An outstanding feature of the first quarter activity in the 1940-1941 campaign, the second all-year-round refrigeration selling drive to be conducted by the Refrigeration Committee, is the offer of United States Savings Bonds to members of the selling forces of the hundreds of gas utilities throughout the nation who make the highest records in the sale of gas refrigerators throughout the duration of the drive.

Another feature of this year's contest is the awarding of an Honor Trip to some well-known place to the selected representatives of each winning company which leads its respective classification in sales over the full campaign period and the high salesmen in each division to some point of national interest.

Company winners will also receive handsome trophies symbolizing the idea of "Best Performance" in gas refrigerator selling.

The general set-up of the current campaign is like that of the drive just ended which had as its slogan: "Life Begins in '40 for Gas Refrigeration." There will be quarterly and monthly campaigns, with special awards to individual winners, and final awards to both company winners and to individual sales employees, who make high sales records for the entire year.

The first quarterly drive, October 1 to

December 31, 1940, inclusive, has been designated as the "March of Progress" contest. United States Savings Bonds are offered to sales employees who make the highest sales records during the quarterly and monthly campaigns.

Widely known for her outstanding work in the home service field, Miss Berry has been a member of the A. G. A. committee for a number of years and has been a frequent speaker at national and regional meetings. She is a past chairman of the home service group of the Southern Gas Association.

A graduate in home economics of the Northern State Teachers College, Denton, Texas, Miss Berry entered home service work after her college training. Prior to joining the Lone Star organization, where she has been located for six years, she was home service director for the San Antonio Public Service Company, San Antonio, Texas.

Miss Berry was one of the speakers at the Home Service Breakfast in Atlantic City during A. G. A. convention last month where she spoke on "The Voice of Advertising."

### Elected Chairman of A. G. A. E. M. Group



Alan P. Tappan

ALAN P. TAPPAN, vice-president of the Tappan Stove Co., of Mansfield, Ohio, has been elected chairman of the domestic gas range division of the Association of Gas Appliance and Equipment Manufacturers.

Mr. Tappan has long been active in the gas industry and in the affairs of the Association. In 1938 he was chairman of the Sales Management Committee of the range division which helped launch the CP gas range program.

The appointment of W. D. Antrim, of the Roberts & Mander Stove Co., of Hatboro, Pa., as chairman of the Specifications Committee for Improvement of Gas Ranges, was also announced.

Lloyd C. Ginn, sales promotion manager of the American Stove Co., Cleveland, will serve for a second year as chairman of the Association's CP Sales Promotion Committee.

## National Marketing Expert Is Dead



Charles G. Groff

**C**HARLES G. GROFF, president and chairman of the board of the Electrolux Corporation and chairman of the board of Servel, Inc., died October 24 in Greenwich, Conn., after a long illness. Mr. Groff, who was 60 years of age, was a national authority on mar-

keting and direct selling techniques and had addressed the 1938 convention of the American Gas Association on these subjects.

Mr. Groff was born in Edgerton, Ohio, where he began his career first as a teacher and then as a salesman for a book publishing house. After a few years he moved to Bryan, Ohio, where he worked in both the editorial and advertising departments of a newspaper.

A period of sales promotion work, in which he specialized in mail-order campaigns and direct-marketing organizations for several companies, brought him to the advertising agency of Critchfield & Company, which he entered as manager of the Detroit office and of which he ultimately became vice-president.

The Air Way Electric Company, of Toledo, manufacturers of vacuum cleaners, appointed him general manager in 1922, but he resigned the position in order to introduce his own theories of sales organization and technique in the Philadelphia territory of that company. His efforts resulted in the creation of what was at that time the largest direct-selling organization in the industry. He was then, for a brief period, in business for himself as a consultant on selling problems.

He became president of the Electrolux Corporation, which manufactures vacuum cleaners, in 1933. In 1934, he became chairman of the board of Servel, Inc., manufacturers of gas and kerosene operated refrigerators, while retaining his active direction of the Electrolux Corporation.

## A. G. A. Board Commends CP Program Leaders

**I**N recognition of the outstanding success of the Certified Performance gas range program, the Executive Board of the American Gas Association at a meeting on October 7 adopted the following resolution of thanks to F. M. Banks, Nils T. Sellman, and Hugh H. Cuthrell who were instrumental in establishing this program:

"Whereas, the Certified Performance Range Program is one of the most sound

and comprehensive cooperative promotional plans ever undertaken by the gas industry to maintain and increase its residential gas sales which constitute the backbone of the revenue of the industry, and

"Whereas, three leaders of the gas industry have been largely responsible for the success of this program by presenting proof of need of the program and proposing it initially by determining the character of a Certified Performance Range which would equal or excel competitive equipment; by encouraging the support of the range manufacturers essential for the production of these new type ranges, and by inaugurating the national sales promotional program necessary for its success,

"Therefore, the Executive Board hereby takes this means of thanking these gentle-

men—Messrs. F. M. Banks of Los Angeles, Nils T. Sellman and Hugh Cuthrell of New York for their outstanding contribution to the development of the industry in this manner and directs that a copy of this resolution be sent to each of these gentlemen and to every member of the American Gas Association as an evidence of the appreciation of the gas industry of their services in this most important program."

### No Profit

The gas company in a small college town inserted the following advertisement in the local newspaper:

"Wanted: Hard-boiled beauty-proof man to read meters in sorority houses. We haven't made a dollar in two years."

## Presenting "Fun in the Kitchen," A Full-Color Sound Gas Film

**P**RODUCED at the instance of and under the technical supervision of the Pacific Coast Gas Association by Rodney Gilliam Company of Hollywood, Calif., "Fun in the Kitchen" is the first all-synchronized sound moving picture in full color Kodachrome ever completed for the gas industry. Its showing before the A. G. A. Commercial Section in Atlantic City was one of the hits of the annual convention.

Its objectives are: to identify the CP gas range; to stress dependable, convenient and economical cooking; to glorify the modern all-gas kitchen and to instill into modern kitchen practice the notion of fun in cooking.

This is accomplished by the use of an all-star cast which includes Hedda Hopper, of stage, screen and radio fame as well as newspaper columnist; Don Wilson, America's number one radio announcer, whose voice is practically



Shown here are three stills from "Fun in the Kitchen," starring Hedda Hopper, Don Wilson and Mantan Moreland, which gives the gas industry its first all-synchronized sound moving picture in full color



a national signature for Jack Benny's Jello program; Mantan Moreland, colored character actor, whose popularity has increased as a result of several successful parts in recent Hollywood productions.

The picture embraces 25 minutes of fast moving entertainment which ends with a colorful parade of delicious foods. It is designed for use in gas company cooking schools, service clubs, women's clubs, schools, churches, etc. Each print delivered to purchasing gas companies will include a custom-made first title with company signature.

Syndication of this costly production makes possible a very low price for this moving picture. Requests for information or orders should be addressed to the Rodney Gilliam Company, Hollywood, California.







## Industrial Sessions Feature National Preparedness and Executives' Panel Discussion

**E**VEN as with rain in Southern California—this is "unusual weather" for American industry, and, hence, industrial gas. In war weather, the industrial tree grows rapidly—and oddly—and the industrial gas man faces new problems and new responsibilities. Recognizing this, the industrial gas sessions of the annual convention of the American Gas Association in Atlantic City, October 7 to 10, turned to new subjects and new methods of approach.

Headline features were the symposium on National Defense on Wednesday afternoon, October 9, and the "Panel Discussion of Industrial Gas from the Viewpoint of Executives," on Thursday afternoon, October 10. In addition, an informal round-table on Tuesday afternoon, October 8—at which no pre-arranged subjects were laid on the table, but at which each of over 65 industrial gas men had an opportunity to introduce any problem of the moment

and offer it for a thorough going-over by everyone—proved to be a successful experiment for personalizing convention meetings to a degree unattainable in formal scheduled meetings.

Arrangements were made so that the symposium on National Defense immediately followed two addresses: that of Chairman Franklin T. Rainey on "The Gas Industry's Opportunity in National Defense" before the Wednesday morning general sessions (see page 379 of this issue); and that of John H. Van Deventer, president and editor of *The Iron Age*, on "Executive Policies for Defense Training" before the Wednesday afternoon industrial gas sessions at the Hotel Traymore. Thus, two analyses of the subject from different viewpoints serve as a base from which the discussion particularized.

**Industry Faces Personnel Problem**  
Predicting that industry will soon encounter a shortage of trained technical men

as a result of both the increased demands of staggering defense business and the absorption of men into the armed services, Mr. Van Deventer posed the problem as "to find a large number of men who have aptitude for training and train them in the shortest possible time." He estimated that the number of new industrial recruits which will be required will be between 5,000,000 and 7,500,000, based upon the number of men needed in industry for each man in uniform and upon estimates of increased industrial capacity requirements.

In order to achieve such rapid training of so many men, Mr. Van Deventer urged industry to "break down" and simplify the operations required in doing any specific job so that such thorough training as is customary on a permanent peacetime basis is not needed—speed being imperative at this point. He further urged more attention to "job analyses" and "aptitude analyses" in order more perfectly to match the worker to the task.

Using toolmakers as an example, Mr. Van Deventer observed that "the supervisory forces and the skilled labor element must come largely from those now employed," and added that such supervisory and highly skilled labor is one of the present day "choke" points of the program. It is his belief that heavy draws can be made upon trade schools and other institutions as well as new employment bureaus; but he cautioned that much "up-grading" of current employees will be very necessary in connection therewith.

In closing, it was observed that "Government is doing what it can to train new recruits for industry, but experience at home as well as abroad indicates that private in-



Franklin T. Rainey, retiring chairman of the Industrial Gas Section, receives an engraved gavel from Frank H. Trembly, Jr., chairman of the Advisory Committee of Past Section Chairmen. Right—A glimpse of the executives' panel discussion. Left to right: H. Carl Wolf, president, Atlanta Gas Light Co.; Herman Russell, president, Rochester Gas & Electric Corp.; R. E. Fisher, vice-president, Pacific Gas & Electric Co.; Norman R. McKee, vice-president, Southern Counties Gas Co.; and C. E. Bennett, president, The Manufacturers Light & Heat Co.





John H. Van Deventer, editor, *The Iron Age*, who analyzed personnel problems arising from the national defense program

dustry must take the initiative. . . . We who believe that production creates wealth ought to welcome the addition to our forces. . . . However, we must not forget the post-war period. . . . Today the burden rests upon production. Tomorrow the problem will be that of distribution. We can well give this some serious thought as we watch this huge army of new recruits march with American industry."

#### Six Angles on Our Part in Defense

In order that the symposium on "What We Mean to National Defense and What National Defense Means to Us" might embrace all viewpoints, six men participated with prepared comments—each representing a distinctly different interest. Henry M. Heyn, Surface Combustion Corporation, Toledo, viewed the matter from the standpoint of equipment, contrasting the industrial gas apparatus of today with that which was utilized in 1918. "Control, mechanization, and specific designs for specific jobs are the most characterizing features of today's equipment," he said, "We dug back in our files for the 1918 designs and found them similar to today's in name only. We are better prepared than ever, not only to meet the challenge of today, but to meet the challenge of tomorrow."

R. S. McBride, consulting engineer, Washington, D. C., undertook to interpret the industrial gas sales potential in the various classes of process industries which will be handling the bulk of defense business. These plants he classified as of three types: (1) those which will simply produce more of their usual type of goods, (2) those plants which will be entirely new and built specifically to produce new war products, and (3) those plants which have long been going concerns but which will undertake to convert their facilities to the production of new types of goods needed in the defense program.

Mr. McBride was of the opinion that groups 1 and 3 offered considerable opportunities for the future sale of more indus-

trial gas, but cautioned that the second group will not represent so great an opportunity unless it is possible to run special lines to the new plants and to write off the expenses of gas service within an unusually short period.

The greatest opportunity both for service and for profit on the part of the gas indus-



Informal round table discussion on industrial gas. W. Wirt Young, Watertown, Conn., has the floor

try, he feels, lies in assisting the existing going concerns to adapt facilities to the production of war goods. "Odd and different process requirements will be faced most severely by this third group, and a helping hand by the gas industry at the right time should not only result in desirable new loads but permanent goodwill," he concluded.

Considering the subject from the government angle, George W. Bean, A. G. A. fuel consultant in Washington, offered his services in properly routing industrial gas men to those governmental agencies empowered to act upon the subject at hand—whatever it may be. He cautioned, however, that advance notice would result in quicker service in such cases. Mr. Bean further admonished gas industry executives to make certain that suitable appropriations had been made to cover expenses before undertaking costly line extensions or other developments of facilities in connection with government orders. He described the various procurement bureaus, and advised extreme care in dealing with the correct governmental office in connection with each specific project.

As a representative of the natural gas industry, F. B. Jones, general sales manager, Equitable Gas Company, Pittsburgh, Pa., suggested "We are already silently contributing much to the defense program." Above all, he urged quick action in reaching decisions related to preparedness business, noting that "official" delays may cost valuable load. From the sales standpoint, Mr. Jones feels that we have much to gain because "we, as an industry, have an excess of our product to offer whereas others suffer from a scarcity," and our product can be utilized with greatest speed, simplicity, and ease of installation without hard-to-get accessories.

J. P. Leinroth, Public Service Electric & Gas Company, Newark, N. J., portrayed the national defense program as a golden

opportunity to demonstrate to industry what gas can do. "We should," he said, "help the customer to select equipment, and make only the most creditable type of installations—to avoid post-war stigmas resulting from hasty engineering." Mr. Leinroth feels that if we are alert to our opportunities and quick to contribute our technical skill, we can insure for industrial gas higher regard and lasting goodwill.

Crediting the work of the Industrial Gas Section as largely responsible for the degree to which the industrial end of the gas business has increased in importance, recognition and earning power, Frank H. Adams, 1940 president of the A. G. A. E. M., closed the symposium. He urged an early



Speakers on the national defense symposium. Left to right, seated: Henry M. Heyn, Toledo; J. P. Leinroth, Newark; Franklin T. Rainey, Columbus; and R. S. McBride, Washington, D. C. Standing: F. B. Jones, Pittsburgh, and E. D. Milener, New York

contacting of procurement offices to avoid mistakes in gas application and to prevent the pyramiding of last-minute rush demands. "After all," said he, "the services we can render in this emergency will be vastly more important to us in the long run than the load involved."

#### Management Analyzes the Industrial Department

No feature of the Industrial Gas Section meetings held such rapt attention as did the Thursday afternoon panel discussion on "Industrial Gas Sales from the Viewpoint of Executives," lead by H. Carl Wolf, president of the Atlanta Gas Light Company and newly elected chairman of the Industrial and Commercial Gas Section for 1941. Based upon 23 replies to queries



A visual report of progress in industrial gas advertising and publicity which attracted considerable attention at the convention

made to top executives during the past year by the General Sales Committee of the Industrial Gas Section, the discussion was guided along the lines of industrial gas sales personnel and its compensation, the load factor characteristics of non-residential business, the growing significance of industrial load, executive practices in connection with defense demands, and other management angles.

On the platform with Mr. Wolf were: Herman Russell, president, Rochester Gas & Electric Corp., Rochester, N. Y.; R. E. Fisher, vice-president, Pacific Gas and Electric Co., San Francisco, Calif.; Norman R. McKee, vice-president, Southern Counties Gas Co., Los Angeles, California; and Charles E. Bennett, president, The Manufacturers Light & Heat Co., Pittsburgh, Pa. Leading questions were addressed to these men periodically and their subsequent comments formed a straight-from-the-shoulder appraisal by the management group of non-residential sales activity.

From the discussion, it was evident that management would appreciate uniform practice in handling demands for increased services and main extensions in connection with war orders. Such agreement was reached on this point that it was recommended that the matter be referred to appropriate Association committees concerned with the national preparedness program.

General accord was also evident with regard to the method of compensation for industrial gas sales personnel—straight salary on a reasonably high scale being favored. After considerable comment regarding the relative importance of sales and technical proficiency in industrial departments, it was apparent that neither can be slighted and that both should be embodied in each man. Of course, it was agreed that straight technical or engineering experts can play a helpful definite part, although they should be kept in the nature of "collaborators" in the actual sales approach.

All five executives confirmed the indications of recent statistics showing that 63% of all natural gas sales and 31% of all manufactured gas sales are non-residential, and that these percentages are on the up-grade. Mr. Bennett voiced the opinion that non-residential gas sales were the most important favorable influence on the load factor; Mr. Russell stated that "the percentage of industrial business not only *will be* but *already is* increasing markedly," and cited one concern in his territory who recently added 10,000,000 cubic feet per month of new load on the regular rate schedule.

Only one executive, Mr. Fisher, reported planned, sustained training of industrial sales personnel through courses, classes, and written examinations, the others feeling that training on the job and past experience were sufficient qualifications. As for methods of following industrial gas sales progress, Mr. Russell's procedure seemed to be the most thoroughgoing, involving a *weekly* summary sheet from the industrial sales manager particularized to describe *individual* salesmen's problems and *individual* customers' reactions.

Many other subjects were, of course,

posed by several of the 160 industrial gas men attending the meeting—and all replies showed, once and for all, that management is more than attentive to the non-residential branches of the business and anxious to foster it in any way possible.

#### Gas Pop-Up Toaster Around the Corner

"New Horizons in the Commercial Cooking and Baking Field" were pointed out by Walter S. Anderson, manager, Industrial Division, Boston Consolidated Gas Co., Boston, Mass., in his prepared address which followed the executives' panel discussion. With regard to new equipment he viewed the gas-fired pop-up toaster as "just-around-the-corner" and a clue to profitable new business; with regard to other-than-cooking load in the hotel and restaurant field he envisioned dish and glass sterilization, commercial refrigeration, and automatic controlled gas space heating as practically virgin markets. With regard to trends in purveying which will mean additional gas business, he noted the shift of a high percentage of commercial cooking from the kitchen to the counter, the popularization of the chain roadside stand, and an increase in "odd-hour lunching-and-crunching."

#### Dish Sterilization Movie

Closing feature of the Thursday afternoon session was a 22-minute talking movie, "Twixt the Cup and the Lip," recently released by the Department of Health of the State of New York under the supervision of W. D. Tiedeman, chief of the State Bureau of Milk Sanitation. This movie demonstrates the benefits and techniques of dish, glass and utensil sterilization in compliance with the regulations of the New York State Department of Health—and was designed for showing to hotel, restaurant and other purveying groups throughout the State of New York.

The movie's principal objective is to demonstrate to purveyors the importance of *effective* dish, glass and utensil sterilization as well as the simplicity with which this end may be gained. C. S. Leete represented the New York State Department of Health and introduced the film to the session. According to Mr. Leete, copies of the 16-mm 22-minute version may be purchased for \$15.00 should commercial gas sales departments desire to use the film in selling 180° F. hot water.

"In New York State alone," Mr. Leete noted, "there is a potential market for 100,000 heaters for developing hot water at 170° F. or better for dishwashing purposes." He further observed that his bureau's investigations show that there are three important points in dishwashing: (1) the use of a good detergent, (2) the use of washing water at about 120° F. so as not to "bake" albumens and other food residues onto the plates, and (3) the use of rinse water hot enough (170° F. or better) to effect adequate sanitization. In roadside stands where facilities are limited, single service utensils are advocated. New York State regulations, he noted, specify the result rather than the method by which this

result is achieved—and require a bacteria count of not over 100 per square centimeter on washed ware, and total elimination of B-coli, determined by standard tests.

#### Wolf and Owens New Section Officers

In addition to the formal papers and meetings, action was taken by the section to elect its officers for the coming year. H. Carl Wolf, President of the Atlanta Gas Light Company, past-president of the Indiana Gas Association, vice-president of the Southern Gas Association, and holder of many other gas-industry distinctions, was selected as 1941 chairman of the Industrial and Commercial Section. George F. B. Owens, assistant vice-president of The Brooklyn Union Gas Company, was elected vice-chairman. Also, in appreciation of the outstanding leadership of Franklin T. Rainey during 1940, Frank H. Trembley, Jr., acting as chairman of the Advisory Committee of Past Chairmen of the Section, presented Mr. Rainey with a rosewood gavel with engraved silver band.

Over 180 attended Industrial Gas Section meetings during the two days of formal sessions—and 65 participated in the unchronicled "let-your-hair-down" round table on the day preceding the formal meetings. This latter session proved so valuable to men with active interest in subjects not covered by the formal program, that free-for-all discussions of this nature may be expected at future Industrial Gas Section meetings. Among the subjects hashed out at this year's experimental round table were: governmental specifications regarding the melting and heat treating of aluminum and special alloys; the relationship between commercial cooking appliances and the air conditioning of the premises on which they are used; the difficulties in specifying hot water heating equipment for use in connection with certain types of dishwashing apparatus; the industry reaction to Industrial Gas Section publicity and advertising programs; and the various types of rate schedules upon which air conditioning load can be sold, as well as their effects upon attainable business in this class.

The Program and Papers Committee for the Industrial Sessions, consisted of Henry Obermeyer, Consolidated Edison Co. of New York, Inc., chairman, and the following men: H. O. Andrew, Robbins Publishing Co., New York; D. J. Brogan, The G. S. Blodgett Oven Co., Inc., New York; D. A. Campbell, Wheelco Instruments Co., New York; C. C. Krause, Consolidated Gas Electric Light & Power Co., of Baltimore, Baltimore; J. P. Leinroth, Public Service Electric & Gas Co., Newark; O. L. Maddux, consulting engineer, New York; Frank H. Trembley, Jr., The Philadelphia Gas Works Co., Philadelphia; Charles G. Young, Springfield Gas Light Co., Springfield; and Eugene D. Milener, secretary, A. G. A. Industrial Gas Section. Through the efforts of these men, the Industrial Gas Section meetings of the convention were outstanding, not only for the quality of their contributions to industrial gas sales planning, but for their close tie-in with the most imminent problems of these turbulent days.



# Going Ahead WITH INDUSTRIAL GAS

We sneaked a peek at the new Commercial Cooking Manual started last year by Larry Foote's Committee and now being polished up at Headquarters. You're gonna like it—and be able to put it to work by next Summer.

When you're waiting for an interview are you (check one): Cooling your heels—? Flirting with the receptionist—? Sizing up the other waiters-for-interviews—? Score 100 for the last of these. Remember, whether he's selling real estate, insurance, equipment or power, he's competing for the same dollar you're out to corner.

Bet you never knew that they heat (with gas, of course) the dies used to shape fancy brick—so the moist clay won't stick! An Australian application. Details on request.

Baltimore helps its industrial and commercial sales force with direct-by-mail that's built by "those as knows how." We've already lauded the antics of G. A. Smain in the Gas and Electric Company's monthly letter-size folder. Now we commend a broadside and return-card mailing on "Increasing Your Business with Sterilizer Cleansing"—a wide-open market, custom-built for development by advertising.

## INDUSTRIAL AND COMMERCIAL NATIONAL ADVERTISING FOR NOVEMBER

The National Advertising Committee of the Industrial Gas Section, J. P. Leinroth, chairman, and F. B. Jones, vice-chairman, announces that full-page advertisements will appear in the trade and business magazines listed below during the month of November. These advertisements are prepared in cooperation with the Committee on National Advertising as a part of the Association's national advertising campaign.

### General Manufacturing

**BUSINESS WEEK (Nov. 16)** "Bottlenecks??—speed production in your plant with modern Gas equipment."

### Metals Industry

**THE IRON AGE (Nov. 14)** Business Week advertisement entitled: "Industry Calls for Speed. . . . *More Speed* and Gas comes through with stepped-up production," plus tie-in advertisement on Gas applications in metals field.

**STEEL (Nov. 18)**

**METALS & ALLOYS**

**METAL PROGRESS**

**INDUSTRIAL HEATING**

**HEAT TREATING AND FORGING**

### Processing Industry

**CHEMICAL & METALLURGICAL ENGINEERING**

Business Week advertisement entitled: "Industry Calls for Speed. . . . *More Speed* and Gas comes through with stepped-up production," plus tie-in advertisement on Gas installations in processing field.

A glass brick front on a gas-fired reel bake oven! Yessir, it's a lulu, built by Advance Oven for "display baking." We thought we had gone whole-hog when we laid out our "Beauty—with GAS—in the Bakery" spread (in the March issue of this magazine, remember?)—but we didn't know the half of it. Such "Fifth Avenue" styling of production equipment isn't just an indulgence, you know, it's adding salesmanship *by eye* to salesmanship *by performance*. For November's blue ribbon in equipment design, it's Advance Oven Company by two lengths.

**National Doughnut Week**, October 28 to November 2, gave "Going Ahead, the idea of counting the number of doughnuts deep fat fried with gas per week—but neither we (nor the idea) could stand up under such a barrage of ciphers and commas.

A cutting torch producer writes, "For some time we have been hankering to ask gas companies why almost all of them use acetylene (at \$20 per thousand) for cutting in their own shops, while their own product could do the job just as well. We find the gas companies themselves to be the toughest folks to Christianize." Here's a challenge, boys! Carl Wierum of Brooklyn Union can show you how to cut with manufactured gas—Dick Reeves of Oklahoma Natural can show you how with natural gas.

**143 leading magazines** have published copy prepared by your A. G. A. Industrial Gas Publicity Department in the past two years—to help you sell gas in 33 different important non-residential markets.

At the Executive's Panel Discussion during the Industrial Gas Sessions of the Convention last month, it came out that Atlanta Gas Light Co. now offers emergency oil equipment to big industrial customers with important defense orders—so that those customers can be kept on interruptible load contracts to save themselves money and spare the gas company peak-demand tribulations—and at the same time guarantee Uncle Sam a steady flow of war goods. Norman McKee from Los Angeles suggests standby butane for similar deals where oil firing would be too crude for refined heating operations.

### Ceramic Industry

**CERAMIC INDUSTRY**

Business Week advertisement entitled: "Industry Calls for Speed. . . . *More Speed* and Gas comes through with stepped-up production," plus tie-in advertisement on Gas installations in Ceramic Field.

### Restaurant Field

**AMERICAN RESTAURANT**

The Myles Standish, in Boston, thrives on food reputation built with modern Gas equipment.

**CHAIN STORE AGE**  
(Fountain and Restaurant Section)

Peoples Drug chain in Nation's Capital relies on modern Gas cooking appliances.

### Hospital Field

**MODERN HOSPITAL**

"Gas by far most satisfactory fuel in hospital kitchen."—Presbyterian Hospital, Pittsburgh, Pa.

### Food Industry

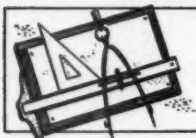
**BAKERS WEEKLY (Nov. 2)**

"Economy in operation; improved product, and saving in floor space and fuel with new Gas-fired oven."—Baker Paulsen, Chicago, Illinois.

**FOOD INDUSTRIES**

"Gas-fired ovens are clean, dependable, uniformly controllable and low in cost."—Zion Industries, Inc., Zion, Illinois.





# Technical SECTION

D. P. HARTSON, *Chairman*  
HAROLD L. GAIDRY, *Vice-Chairman*  
A. GORDON KING, *Secretary*

## Technical Men Survey National Defense Needs and Explore Major Operating Problems

**S**PURRED on by the national defense program and the prospects that technicians of the gas industry will be called upon to aid their country in time of emergency, the Technical Section meetings at the annual convention were the most significant held in many years. Engineers, chemists and other highly skilled operating men from all parts of the country took part in the deliberations which occupied two full afternoon sessions, October 8 and 9, in Atlantic City, N. J. All major problems affecting the technical end of the gas business were explored under the capable direction of F. M. Goodwin, chairman of the Section.

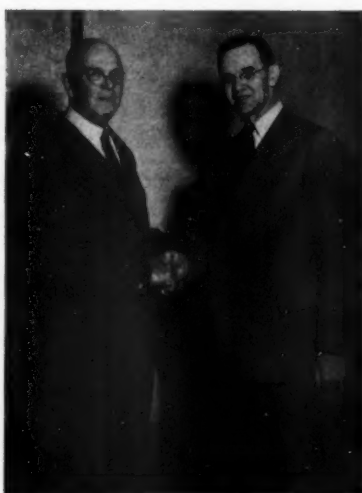
While the attention of the industry was riveted on the technical phases of national defense and the most spirited discussion of the convention revolved around this subject, there was ample time devoted to authoritative committee reports and several important new developments of far-reaching importance. Highlights of an interest-packed meeting were a paper on a newly-discovered type of corrosion, which won the Beal Medal for the author, and a discussion of plastics as derived from manufactured and natural gas. Studies of carbonization and coal oil mixtures and combustion characteristics of fuel gases and the design of gas burners rounded out a balanced program of practical operating information.

### *Praises Technical Men*

Paying tribute to the outstanding work of the various committee chairmen and members, Chairman Goodwin, in his opening address, said the technical men were the "salt of the earth," and knew how to work constructively together. He said the technical men were too reticent about selling their qualifications and performance and urged them to publicize their activities.

The Technical Section has a membership of 1677 which is 36 per cent of the total membership of the Association, Mr. Goodwin reported. Among new activities planned for the coming year, he mentioned the formation of a committee dealing with utility motor vehicles. The purpose of this committee is to provide an opportunity for utility motor vehicle operators and maintenance men to meet and discuss common problems. It is proposed that a two-day conference be held during the year.

A resolution of regret at the loss of Hugh W. Hartman, secretary of the Section for many years, was passed unanimously at this



*Chairman Goodwin congratulates D. P. Hartson, on his election for the 1940-1941 term*

By CHARLES F. TURNER

*Chief Chemist, The East Ohio Gas Co., Cleveland, Ohio*

session. Another resolution extended the Section's best wishes for a speedy recovery to A. M. Beebe of Rochester, whose illness prevented him from serving as chairman of the Section this year. Following Mr. Beebe's illness, Mr. Goodwin had generously given up a well-earned rest to return to the helm.

D. P. Hartson, operating manager of the Equitable Gas Co., Pittsburgh, Pa., was elected chairman of the Technical Section for the fiscal year 1940-1941. The newly elected vice-chairman is Harold Gaidry, gas engineer, New Orleans Public Service Inc., New Orleans, La.

Entry of the United States into a war would bring many problems to the gas industry's technical men, P. T. Dashiell, vice-president of The Philadelphia Gas Works Co., Philadelphia, Pa., pointed out in introducing his paper on the technical phases of national defense which was received with utmost interest by the convention.

Calling attention to the fact that the raw materials of gas manufacture, generator fuel,

oil and coal available to us, may change considerably in quality from present day conditions, Mr. Dashiell declared that a study should be made as to how gas of required quality and quantity is to be produced with raw materials of poorer quality or even of different character from those now in use.

"A heavy demand for bunker oil for the Navy may mean to us that a large proportion of the materials now used by refineries in making oil for our use, of the viscosity which we desire, will not be available and we will therefore be compelled to use these heavy refinery residues with a minimum of fluxing," he said. Adding that gas oil under war conditions would certainly be scarcer than at present, he pointed out that more plants will be driven to using oil of fuel oil type.

In case of scarcity of coke, Mr. Dashiell said, "it may be necessary to use as generator fuel either anthracite or bituminous coals, with oils of high viscosity."

### *Toluol Recovery*

Turning to toluol recovery, Mr. Dashiell explained that this essential of the explosive TNT "exists as one of the hydrocarbon vapors of the aromatic class present in both water gas and coal gas and can be recovered from the gas as one of the constituents of what is commonly called light oil by one of several methods." He then referred those interested to a paper by M. Tiddy and M. J. Miller of Semet-Solvay Engineering Corp., presented at the A. G. A. Production Conference last Spring, which describes light oil recovery methods and the design and operation of such a plant.

A careful study of conditions today, Mr. Dashiell stated, indicates the following:

"Toluol available from by-product coke industry—30,000,000 gallons per year. "From the gas industry, certainly not more than in 1918, possibly less than 9,000,000 gallons. A recent investigation made by the Committee on National Defense of the American Gas Association indicates 9,560,000 gallons from 19 companies."

Pointing out that possible requirements are somewhere between 40,000,000 and 60,000,000 gallons—more than three times that of 1917—he declared that the only source of this deficit is the oil refinery industry

# Here and There at the Technical Sessions



O. S. Hagerman, New York; J. A. Penote, Cleveland; E. A. Munyan, Charleston; E. S. Pettyjohn, Ann Arbor; and G. R. Locke, Youngstown



C. G. Segeler, New York; R. E. Kruger, Rochester; W. J. Huff, College Park, Md.; E. L. Sweeney, Boston; and Louis Shnidman, Rochester



Clarence H. Waring, Kansas City, chairman of the Distribution Committee



R. F. Hadley, winner of the Beal Medal, displaying pipe corrosion specimens



A crowd of technical men examine Dr. Wakeman's exhibit of plastics derived from manufactured and natural gas



William K. Beard, chairman of the Gas Production Committee



R. E. Kruger, Rochester, and Chairman-Elect D. P. Hartson, Pittsburgh



William Moeller, Jr., Los Angeles, and Rr. H. N. Davis, president, Stevens Institute of Tech.



H. J. Meredith, Kearny; J. Van Der-Pyl, Pittsburgh; and S. J. Modzikowski, Chicago.



Dr. Reginald L. Wakeman, Pittsburgh, displaying samples of plastic research



L. J. Willien, Chicago; P. W. Weigle, Detroit, and Arthur Smyly, Chicago



C. J. Ramsburg, Pittsburgh, Co-Author "Carbonization and Coal-Oil Mixtures"



Dr. Scott Ewing, Washington; Raymond F. Hadley, Philadelphia; John D. Alden, Arbury Park; and Dr. Wakeman



Fred Denig, Pittsburgh, vice-president of the Koppers Company

which has a tremendous potential capacity for making toluol but is producing little, if any, today. "If the gas industry in general goes into the business of toluol recovery," he said, "it will be for the purpose of doing its part in national defense and not from the profit urge."

Neither the gas industry nor the oil refineries are ready to start production, he declared, pointing out that the by-product coke industry, which was the main source of supply during the World War, is the only readily available source now. "Some units of the gas industry are in production, but in most situations, heavy construction work must be done requiring from six months to one year before any toluol-bearing oil can be produced."

Mr. Dashiell summarized his findings as follows: "All things considered, it is my opinion that the gas industry in general will not be called upon to produce any more toluol than can be produced by those few plants which are now scrubbing their gas for light oil, unless the country should become so deeply in need that the potential production of the by-product coke industry and the oil refining industry is entirely used up—a condition that seems at this time impossible."

#### Urges Government Pay Costs

In a concluding paragraph, he stated that if the gas companies were required by the exigencies of national defense to produce toluol, the government "should pay the additional costs of operation, as well as those of plant construction."

A free-for-all exchange of views, in which some differences of opinion were expressed made it apparent that Mr. Dashiell's paper was of widespread interest and had touched an extremely responsive vein in the audience. Much of the discussion centered around the question of policy regarding the rehabilitation of old plants or the building of new ones for toluol recovery, and the basis of financing—whether by means of government subsidy or private capital. Opinion on this latter point appeared to be rather divided.

A. I. Phillips, consulting engineer, who as a member of the A. G. A. Committee on National Defense recently conducted a survey of potential toluol production of the

gas industry, stated that Mr. Dashiell's opinions were sound and added the point that in addition to the 60,000,000 gallons of toluol needed for military purposes in the event of war, an additional 30,000,000 gallons would probably be required for non-military purposes, such as plastics, solvents, etc.

One discussor said the oil industry by certain shifts in production methods could increase its production of toluol somewhat at the expense of the present production of aviation gasoline. He quoted present prices of toluol as ranging from 27 to 30¢ per gallon and estimated the price might rise to a range of 33 to 37 cents. He did not believe that these prices were attractive to gas companies.

Some of those who discussed Mr. Dashiell's paper expressed the opinion that he was conservative in his estimates of the potential production of toluol by the gas industry, while others strongly supported his conclusions. There was an apparent lack of appreciation of the possibilities of toluol production from the coke oven and gas industries by the oil men and vice versa. The exchange of information from these viewpoints should prove helpful to both sides.

Returning to more prosaic subjects, the program took up the "Design of Atmospheric Gas Burners for Quiet Performance." R. M. Conner, director of the A. G. A. Testing Laboratories, which have been carrying on a comprehensive investigation of this subject, presented a valuable summary of the results achieved to date. He reviewed the work done several years ago on the elimination of noise in industrial burners and described the more recent work of the Laboratories in connection with domestic gas appliances.

Stating that the results of these studies have been published, Mr. Conner said that the reports already made treat primarily with noises produced by the operation of the atmospheric type of burners, and show means of eliminating such noises or of reducing them to satisfactory levels. At the present time, the Association, through its Approval Requirements Committees, is also carrying on a comprehensive study of all types of noises produced by various domestic gas appliances for the purpose of



P. T. Dashiell, Philadelphia, discussing the initial phases of national defense with special reference to toluol production by the gas industry.

establishing practical requirements limiting noise.

Valuable reports of the Distribution and Gas Production Committees which are in printed form and available to all members of the Association, were summarized by their respective chairmen, C. H. Waring, of the Kansas City Gas Co., and W. K. Beard, of The Philadelphia Gas Works Company.

The report of the Distribution Committee contains the following subcommittee reports: Distribution Luncheon Conferences, L. W. Tuttle, Public Service Co. of Northern Illinois, chairman; Cast Iron Pipe Standards, C. C. Simpson, Consolidated Edison Co. of New York, Inc., chairman; Meters and Metering, A. W. Fuller, Consolidated Edison Co. of New York, Inc., chairman; Pipe Coatings and Corrosion, C. F. Turner, The East Ohio Gas Co., acting chairman; and Pipe Joints and Pipe Material, E. G. Campbell, The Peoples Gas Light & Coke Co., chairman.

#### Pipe Corrosion Report

The report on pipe coatings and corrosion features a detailed investigation of the "Determination of the Current Required for Cathodic Protection" by Scott Ewing, A. G. A. research associate of Washington, D. C. Dr. Ewing, whose services have been loaned to the United States Government, is now doing important work in the Panama Canal Zone and made a special trip to the convention to discuss various phases of the corrosion problem.

The Gas Production Committee has prepared a comprehensive report which includes the following subcommittee reports: Water Gas, S. Green, The Brooklyn Union Gas Co., chairman; Carbonization and Coke, E. W. Zimmerman, Eastern Gas & Fuel Associates, chairman; Survey of Gas, Coke and By-Product Making Properties of American Coals, J. S. Haug, United Engineers & Constructors Inc., chairman; and the Builders' Section, S. J. F. Beale, West Gas Improvement Co., chairman.

Of outstanding interest to practical operating men, was the paper on "Carbonization of Coal-Oil Mixtures" by C. J. Rams-



Members of the newly formed Motor Vehicle Committee hold an organization meeting in Atlantic City. Left to right, seated: S. G. Page, A. E. Bradbury, O. A. Axelsson, chairman, K. D. Rodebaugh, and E. P. Burden. Standing: J. Y. Ray, A. A. Cullman, B. D. Connor, A. B. Lauderbaugh, T. W. Weigele, and Linn Edsall.



burg, vice-president, and G. V. McGurl, research department, both of the Koppers Company in Pittsburgh, which closed the Tuesday afternoon meeting. This paper called attention to certain facts relative to the use of residuum petroleum oils, highly viscous fuel oils and other oils in the operation of coal-gas plants of the coke-oven type. It was stated that the oil may be mixed with the coal in the hammermill and delivered to the ovens through the regular coal handling operations, or added to the coal at the mines or elsewhere.

The authors' experiences with the carbonization of coal-oil mixtures were described in valuable detail in two sections:

1. The use of relatively large quantities of oil on the coal, 1.0 to 3.5% by weight, for the purpose of increasing the yields of gas and other products and for providing added flexibility with regard to products in a by-product coke-oven plant.
2. The use of very small quantities of oil on the coal, 0.25 to 0.5% by weight, for the purpose of increasing the bulk density of the coal mix, thereby maintaining or increasing plant capacity and for controlling the moisture content, dust, and weathering of coals in transit or in storage.

#### Coal-Oil Mixtures

In regard to the use of relatively large quantities of oil on the coal (Section 1), Messrs. Ramsburg and McGurl point out that "while a coal-gas plant of the coke-oven type has great flexibility in gas output and coke production, especially if provided with interchangeable producer-gas and coal-gas underfiring, any development which will increase the flexibility should be warmly welcomed, especially if such a change makes it possible to produce peak-load gas, remove light oil with cheap B.t.u. replacement, give a greater flexibility in ratio of coke production to gas output, and an increased control of gas gravity." Basing their conclusions largely on interpreted data from experiments carried on for a long time, they state their belief that "the use of oil in coal mixtures will give such results."

The advantages of the use of small quantities of oil on coal (Section 2) to prevent dust and to control moisture pick-up is obvious, the paper declares, pointing out that the most startling and interesting effect "is the great increase in bulk density. It has been possible to increase the oven charge by one ton, an increase in plant capacity of about 7% or 150 tons of coal per day." Because of this added coal, the authors declare, "the gas make in the plant was increased by almost two million cubic feet per day." However, this increase in capacity is possible only if the additional coal can be carbonized in the same coking time as regularly employed without abnormally high flue temperatures, it was stated.

Discussion following the paper developed the warning that in the mixing of a small percentage of oil with coal before carbonizing, there was danger of damage to the ovens if the operation was not carried out

under competent supervision. An important point in the discussion seemed to revolve around bulk density. Mr. Altieri said the effect of oil was to stabilize bulk density. He also pointed out the great value to the national defense program of such papers as that of Messrs. Ramsburg and McGurl and of Mr. Dashiell in spurring on research work on ways of increasing yields and decreasing costs.

In discussing some of the questionable results reported, Mr. Ramsburg stressed the importance of trying different oils before discarding the oil-added-to-coal idea in individual cases. He said that the wrong kind of oil could account for some of these results.

#### Fuel Gas Combustion Characteristics

The Wednesday afternoon session opened with an interesting summary of a valuable paper by Louis Shnidman, laboratory director of the Rochester Gas & Electric Corp., Rochester, N. Y. on the "Determination of the Combustion Characteristics of Fuel Gases." Stating that the control of fuel gas quality has become an important problem in our industry, Mr. Shnidman pointed out that "to date, no acceptable unit which is readily obtainable and generally applicable for measuring the combustion characteristics of a fuel gas, has been discovered."

With the many new types of gas available, due to the rapid development of the gas industry, and the problem of mixing gases of various heating values, specific gravities, etc., the importance of gas composition in order to deliver a gas of satisfactory combustion characteristics has increased, Mr. Shnidman said in introducing his subject. He then proceeded to describe the method used by the Rochester company for the rapid determination of the combustion qualities of mixed gas by the use of a test burner.

As pointed out by Mr. Shnidman, the advantage of a test burner over other methods of measuring the combustion characteristics of gas, lies in the fact that the test burner offers a direct test which corresponds more closely to the actual application.

Following Mr. Shnidman's presentation, much discussion was offered by members of the Section, including Dr. W. J. Huff, of the University of Maryland; L. J. Willien, of the Public Utility Engineering and Service Corp., and W. R. Teller, of the A. G. A. Testing Laboratories.

Mr. Willien, as chairman of the Gas Conditioning Committee, presented a brief progress report in which he called attention to the need for research pertaining to the removal of organic sulphur.

The report of the Chemical Committee by S. J. Modzikowski, The Peoples Gas Light & Coke Co., Chicago, chairman, reflected an active year in this branch of the gas business. This report, which has been printed for distribution, contains the findings of the following subcommittees: New Developments, E. L. Sweeney, Boston Consolidated Gas Company, chairman; Analyses and Tests, R. J. Sheridan, The Brooklyn Union Gas Company, chairman; and Su-

pervising Publication of "Fuel-Flue Gases" Book, Louis Shnidman, Rochester Gas & Electric Corp., chairman. It also carries brief abstracts of papers presented at the Production and Chemical Conference.

A capacity audience displayed great interest in a provocative paper on "Plastics and the Gas Industry," by Reginald L. Wakeman, industrial fellow of Mellon Institute of Industrial Research, Pittsburgh, Pa. He had on display a number of products made from the various classes of plastics described. This is a subject in which the layman's curiosity has long been apparent and Mr. Wakeman's remarks afforded the first opportunity many of his listeners had to learn something of their manufacture and use.

Mr. Wakeman described the way in which by-products from gas manufacture could be used in making plastics and said



W. K. Beard, Philadelphia, and A. Gordon King, recently appointed secretary of the Technical Section

that there had been some study made of the possibilities of using plastics for gas meters. He also stated that in the course of the complex study of the chemistry of plastics a number of materials like indene, styrene, etc., had been used. It was brought out that this study has thrown additional light on the gum problem which has bothered the gas industry for so long.

In answer to questions, Mr. Wakeman said that natural gas served as the source material for many of the plastics. Some are made by partial oxidation to form formaldehyde, one of the reacting materials, others by dehydrogenation of natural gas. Replying to a statement from the audience that there was no money for the gas companies in the plastics business, he said that it should be recognized that the industry is in its infancy and that there are many more plastics now in the laboratory stage that are not yet commercially possible because of synthesizing difficulties or because of high raw material costs. He strongly advised the gas industry to study the possibilities of the plastics industry.

Raymond F. Hadley, engineer of the Susquehanna Pipe Line Company, who won this year's highest technical award—the Beal Medal—for his paper on "Studies in Microbiological Anaerobic Corrosion," discussed the very latest results of this new development. Since this is a new approach to the corrosion problem, Mr. Hadley's paper attracted widespread attention. He displayed samples of pipe which had been corroded by the anaerobic bacteria and these were inspected and discussed after the meeting adjourned. Upon conclusion of the presentation, a movie was shown in which sections of pipe lines in Ohio and Pennsylvania which had been attacked by bacteria were exhibited.

An important point brought out in the discussion was that definite evidence of bacterial corrosion was found where pipe was actually picking up a slight amount of current, thus the corrosion noted in these areas was not due to current discharge. It was also stated that cast iron as well as steel is susceptible to attack by the bacteria.

The presentation of the Beal Medal to Mr. Hadley for his important work on this

corrosion problem was made before one of the general sessions of the convention and is reported elsewhere in this issue of the MONTHLY.

Dr. Scott Ewing wound up the fruitful technical sessions with a brief report on the corrosion investigations which he has carried on for the Association. He referred to his paper on the "Determination of the Current Required for Cathodic Protection" which was presented at the Distribution Conference and is printed in the Distribution Committee report, and then discussed the more recent field work on this problem.

The important information developed at these well balanced technical meetings bore out the unmistakable conclusion that the full capabilities of the research expert, the trained chemist and the scientist are being exerted to improve the entire technique of gas manufacture, distribution and attendant problems. The progress toward greater efficiency and decreased costs lend force to the plea of the Chairman that the Technical Section can make itself felt in the gas industry and that it can point to its accomplishments with pride.

## Wins Highest Technical Recognition for Study of Pipe Corrosion

HIGHEST technical recognition in the gas industry was conferred on Raymond F. Hadley, electrical engineer of the Susquehanna Pipe Line Company, Philadelphia, Pa. at the closing general session of the annual convention in Atlantic City, N. J. Mr. Hadley received the Beal Medal for contributing the best technical paper to meetings of the Association throughout the year.

The award was presented by the donor, Ernest R. Acker, president of the Central Hudson Gas & Electric Corporation, Poughkeepsie, N. Y., representing the family of the late W. R. Beal who established the award in 1897. It consists of a bronze medal and substantial cash payment.

The paper for which Mr. Hadley was so singularly honored is entitled "Studies in Microbiological Anaerobic Corrosion." Mr. Hadley's paper focuses attention on a type of pipe corrosion which only recently has been recognized in the United States. It involves the anaerobic bacteria which live in an atmosphere devoid of oxygen but can survive for long periods of time when brought to the surface.

Once the bacteria have taken hold, the maximum life of a pipe is approximately 7 to 10 years. The rate of corrosion under their attack is said to be nearly three times that of other types, with the exception of carbon contact, stray electric currents and concentrated acid.

Mr. Hadley's paper discusses the products resulting from this type of corrosion and contains tests showing the presence and degree of this corrosion. Its prevalence on operating lines in several eastern states is



*Ernest R. Acker presenting the Beal Medal to Raymond F. Hadley during the A. G. A. convention*

illustrated by actual field data. It is shown from these data that the shape of the pit depth-time curves is radically different from pit depth-time curves of other types of corrosion.

The significance of Mr. Hadley's contribution may be judged from the fact that there are 450,000 miles of gas, oil and water distribution systems in the United States, all of them susceptible to attack by bacteria.

J. V. Postles of Philadelphia is chairman of the Beal Medal Award Committee whose recommendation was approved by the As-

sociation's executive board. Other members of the committee are: F. M. Goodwin, Newton Centre, D. P. Hartson, Pittsburgh, T. R. Weymouth, New York and Burt R. Bay, Omaha.

## Gas Production in Buenos Aires

GAS manufacturing and distributing in Buenos Aires, Argentina, differs radically in some respects from practice in the United States, John A. Smith, assistant to the chief engineer of the Primitiva Gas Company of Buenos Aires Ltd., pointed out during a visit to A. G. A. headquarters in October. Mr. Smith is making a tour of gas plants in this country and will also visit the A. G. A. Testing Laboratories in Cleveland.

The gas company in Buenos Aires, which serves 125,000 customers in that city of three million people, produces 84 million cubic meters of 500 B.t.u. gas annually. This gas has a carbon monoxide limitation of 17 per cent. During the last 12 months, Mr. Smith stated, the company received a two-year supply of coal from England.

This utility makes its own gas ranges, water heaters, and other appliances as well as industrial equipment and wet and dry meters. Mr. Smith estimated that the company manufactured about 50 per cent of the entire market in that territory.

The gas plant does practically all its own repair work. It makes its own refractory bricks for lining the water gas plant, casts the water gas valves and fits them, and does other work not commonly done by the gas companies in this country. Most of the gas is made in Glover West retorts and additional water gas and petroleum gas is piped seven miles from the plant and mixed with other gases. The company distills its tar and produces about 400,000 gallons of sheep dip and disinfectants annually.

Mr. Smith said the main competitor is electricity and that his company carries on considerable advertising, including a certain amount of radio broadcasting.

He attended the A. G. A. convention in Atlantic City and was impressed with the large amount of valuable information available there.

## Charles Baskin Dies

CHARLES BASKIN, construction supervisor of United Engineers & Constructors, Inc., died suddenly of a heart attack while engaged in that company's work at Utica, N. Y., on September 6. He was 50 years of age.

Mr. Baskin was born July 7, 1890. He joined the U. G. I. Contracting Company on September, 1919, and remained with that organization when it became part of United Engineers & Constructors, Inc. He was active in the supervision of the construction of gas plants in all parts of the United States.



# Laboratories

N. T. SELLMAN, Chairman, Managing Committee

R. M. CONNER, Director

W. H. VOGAN, Supervisor, Pacific Coast Branch

## Water Heater Requirements Revised

CONSISTENT with the gas industry testing and approval program of continuously striving to provide better appliances for the public's use and responsive to new improvements in gas water heating equipment, the Subcommittee on Approval Requirements for Gas Water Heaters and Listing Requirements for Attachable Water Heating Units recently completed for criticism tentative revisions to the American Standards under its jurisdiction. On October 10, these two sets of specifications were mailed to all gas water heater manufacturers, gas companies and other interested individuals.

Of particular interest to manufacturers and gas companies are recommended revisions to the current American Standard Approval Requirements for Gas Water Heaters permitting the approval of single faucet type water heaters without draft hoods and still retaining all essential safety features for that type of installation.

### Single Faucet Heater

This type of water heater within recent years has enjoyed an increasing demand for various uses and particularly in homes not previously piped for hot water supply. Such heaters must be equipped with automatic pilots and with a single faucet so attached and made a part of the appliance that no other water outlet could be attached for distant operation of the water-gas valve. A third essential requirement specifies that satisfactory combustion must occur with the flue outlet completely blocked to preclude any hazard resulting from the operation of this type of appliance.

In recognition of the rapid progress in construction and performance characteristics of automatic pilots which are incorporated in water heaters to prevent the escape of unburned gas, specifications thereon were considerably strengthened in line with the latest edition of the American Standard Listing Requirements for Automatic Pilots, Z21.20-1940. As an added factor of safety, where a push-button or trigger type valve is used on an automatic pilot to permit opening the gas supply to the main burner for ignition purposes, such valves are required to be constructed without latching in the open position.

Another important revision incorporates recommendations of the Subcommittee on Test Gases and Test Pressures which provides for various performance tests with mixed natural and coke oven gas of 800 B.t.u./cu.ft. content. Similar applicable

revisions were incorporated in the current requirements for attachable gas water heating units.

In order that all comments from the industry may be considered by the subcommittee at its next meeting, which is tentatively scheduled to be held before the end of the calendar year, it is requested that criticism be submitted to the subcommittee in care of the American Gas Association Testing Laboratories, 1032 East 62nd Street, Cleveland, Ohio, on or before December 1, 1940. It is expected that the resulting revisions will be acted on by the Approval Requirements Committee early next year, following which they will be submitted to the American Standards Association. It is further anticipated that these two sets of specifications will be completed in time to set the effective date as of January 1, 1942.

All comments and criticisms on these specifications should be addressed to the subcommittee in care of the American Gas Association Testing Laboratories, 1032 East 62nd Street, Cleveland, Ohio. Extra copies of the requirements may be secured upon application.

## Boiler Installation Standards Prepared

ACTING in response to many requests for installation requirements for gas-burning equipment in power boilers, R. B. Harper, chairman of the Approval Requirements Committee, appointed a subcommittee for this purpose. Headed by R. E. Ramsay, industrial sales engineer, The United Gas Improvement Company, this new subcommittee has prepared a proposed set of installation requirements which have now been printed in tentative form and copies distributed.

This set of tentative American Standard Requirements for Installation of Gas-Burning Equipment in Power Boilers applies to such boilers furnishing steam or hot water for either heating or power purposes, the installation of which is not covered by the A. G. A. Requirements for House Piping and Appliance Installation or by the American Standard Requirements for Installation of Conversion Burners in House Heating and Water Heating Appliances. Further, these requirements do not apply to boilers designed for gas fuel only, and where the necessary burners and accompanying accessories are installed at the factory

and shipped as integral parts of the boiler.

It is believed that these tentative standards will adequately meet the need for national standards to insure proper installation and operation of equipment of this kind. The wide representation of general interests on the Subcommittee on Requirements for Installation of Gas-Burning Equipment in Power Boilers, including representatives of the Associated Factory Mutual Fire Insurance Companies, The Travelers Insurance Company, Underwriters' Laboratories, National Board of Boiler and Pressure Vessel Inspectors, and the American Society of Mechanical Engineers, as well as 9 gas company and 8 manufacturer representatives, indicates the importance of these specifications and insures their practical usefulness and ultimate general acceptance.

## Veteran Canadian Gas Man Dies



C. A. Jefferis

CHARLES A. JEFFERIS, retired general superintendent of production of the Consumers' Gas Company of Toronto, died October 8, after a short illness.

Mr. Jefferis' thirty-eight years of service, 1901 to 1939, was a period of expansion for his company which provided scope for his abilities and a career of distinction.

He was widely known in engineering and industrial circles both in Canada and the United States and was highly regarded, not only for his technical knowledge and progressiveness, but also for his personal qualities which won for him the esteem of those who worked under his supervision.

Mr. Jefferis was born in Bristol, England, and came to America with his parents as a young man. He was for some time engaged in railroad construction, later in engineering work in the gas industry and went to Toronto in 1901 to join the staff of the Consumers' Gas Company. In a few years he became general superintendent of production and occupied that office until his retirement last year.

He was a past president of the Canadian Gas Association, a member of the American Gas Association and an outstanding authority on the manufacture of gas.



## California Companies Plan Merger

**F** S. WADE, president of Southern California and Southern Counties Gas Companies, announced on October 11 that the Southern California, Southern Counties and Santa Maria Gas Companies had under consideration a plan to merge the three companies into a single operating unit, subject to the prior approval of the Railroad Commission of the State of California. The united group would take the name of Southern California Gas Company.

The combined companies, if merged as planned, would have nearly one million individual active gas meters and would form one of the largest and strongest natural gas companies in the United States. At present Southern California Gas Company serves 783,000 customers, Southern Counties Gas Company serves 188,000 customers, and Santa Maria Gas Company serves 11,000 customers.

## Frazer Appointed to Publicity Post

**C** HARLES D. FRAZER has been appointed manager in charge of publicity and advertising of The Brooklyn Union Gas Company, effective October 1, according to an announcement by Walter E. Bolte, new business manager of the company.

Mr. Frazer until recently was a partner in the public relations firms, John Kelly & Associates. Previously he was a copy writer for Batten, Barton, Durstine & Osborn. He has written extensively for *Forbes'* magazine, *Nation's Business* and other business publications. He is a graduate of St. Lawrence University.

## Article Describes Gas Range Improvements

**T** HE November issue of *House and Garden* magazine contains an excellent two-page illustrated article on the latest improvements in gas ranges entitled "New Gas Ranges—and How They Work."

Prepared by Mrs. Virginia Hart, associate editor and well known home consultant, the article discusses the complex technical developments in terms of simpler and better cooking, with sections devoted to top-burners, new deep broilers and modern ovens. Diagrammatic sketches of the new features and burner patterns of various ranges round out this useful contribution to the home-maker. Reprints of this article are available from the American Gas Association and a display featuring it will be sent to gas companies on request to House & Garden, 420 Lexington Ave., New York, N. Y.

Of further interest to the gas industry, this issue contains an entire section de-

voted to low-cost houses and plans and at least five of the houses illustrated are heated by gas. In addition, the second section, showing Southern California contributions to modern living, features a gas-heated home in the Ojai Valley.

## West Indies Company Joins A. G. A.

**A** MONG new members of the American Gas Association is the Aruba Gas Supply Co. Ltd., distributor of liquefied petroleum gas at Aruba, in the Netherland West Indies. Since Aruba is the home of the Lago Oil & Transport Co., a subsidiary of Standard Oil Company of New Jersey and operator of one of the world's largest refineries, the company's gas supply is within close reach.

While market activity so far has been confined to the island of Aruba, this company has a franchise which enables it to operate in the rest of the Netherland West Indies if so desired. Established for only a short time, the company reports an encouraging outlook for business.

## Badges Now Identify Utility Workers

**I** DENTIFICATION badges now are conspicuously displayed by all employees in the various stations, shops and yards of the Consolidated Edison Co. of New York, Inc., as well as scores of other utilities throughout the country as the national defense program gets under way.

Regulations vary but in general employees assigned to a station or plant wear a button bearing their photograph and employee number. Other employees and non-employees having business in these areas receive a colored button, bearing only a number, at the time they enter. These buttons are surrendered when the wearer leaves the plant.

The basis of the employee credential system of the New York company is a cross-check between the company identification cards issued to all employees and three types of registers. These registers are kept at a designated entrance at each location and attendants are posted there to see that each person is properly accredited before entering the premises.

## Personnel Service

### SERVICES OFFERED

**Young gas distribution engineer** feels that he has served his apprenticeship as assistant superintendent for nine years in high, medium and low pressure distribution of manufactured gas. Now employed in a district maintaining about 90,000 meters. Married, fair education. (33.) 1383.

**Manufacturers' representative** having excellent contacts among domestic, commercial, and operating departments of Metropolitan New York Utilities would welcome the opportunity to promote the sales of gas consuming, labor and time saving specialties. 1386.

**Sales Executive—property manager.** Twenty-three years' experience in the utility business plus three years' sales promotion work with one of the largest gas appliance manufacturers. Outstanding record in merchandising and sales management. Experienced in meeting electric competition; well qualified in building good will. 1387.

**Industrial Gas Engineer, 10 years industrial and house heating experience** with manufactured and natural gas. Surveys, preparation of rates, sales manager of small plant. Also 10 years construction experience. Graduate C. E. Desires position in industrial or house heating. (51.) 1391.

**Engineer** with exceptionally well rounded operating experience in operation of water gas, retort and coke oven plants; construction and operation of distribution systems; design and manufacture of gas plant equipment and in rate, valuation and plant record work. Employed but desire position with greater possibilities. (45.) Technical graduate. 1392.

**Advertising Service Man,** experienced since 1920 in gas and electric promotions east and middle west on customer and employee relations, utility and appliance sales as advertising manager, writer, house organ editor. No miracles, but complete, practical detailed productions. Fee basis or moderate salary. Invites correspondence or interview. 1393.

**Patent agent and Research Engineer, 12 years domestic and foreign patent experience,** languages; specialize gas, coke ovens, industrial furnaces, burners, gas production, distillation, carbonization, cracking, refractories. Desires responsible position in corporation, or to organize corporation patent department, or manage all patent work. 1395.

### SERVICES OFFERED

**May I help you?** Have exceptional record as new business head, writing good will and merchandising copy. Excellent results from public and employee relation work. Specialized in water heating, obtaining very high saturation with sound and unique plans. Have spent the last seven months researching water heating by other fuels. 1396.

**Executive Engineer—Graduate Mechanical Engineer—Experienced construction and operation of manufactured coal, water gas and water properties, both production and distribution; soft coal and heavy oil operation in smaller plants, natural gas and reformed butane gas for natural gas peak shaving. Familiar with construction and operation of budgets and estimates. 1397.**

**Advertising and sales promotion man.** Successful record as publication editor and copywriter for gas utility operating in three states. Four years out of college. Advertising experience covers manufacturing, retail, and agency fields. Adept at producing booklets, advertisements, direct mail pieces, displays. Interested in connection with utility or manufacturer. Married. (27.) 1398.

### POSITIONS OPEN

**Wanted: Factory representative** for gas-fired incinerators, preferably one who calls on utilities, architects and builders preferred for Detroit area, also Indiana, Iowa and Ohio. 0350.

**Salesman** to represent manufacturer of well accepted gas fired bake ovens in greater New York and surrounding area establishing dealer outlets through supply houses and gas utilities, and selling direct to bakers, hotels, etc. Man with experience in bakery equipment preferred. Remuneration on straight commission basis. Exclusive territory protection. State detailed qualifications in application. 0351.

**Capable Managers** for small properties under 1,000 meters. Send full and complete qualifications with references and photograph (snapshot will do). 0352.

## 1940 Advisory Council

F. M. BANKS.....	Los Angeles, Calif.	F. A. LYDECKER.....	Newark, N. J.
C. E. BENNETT.....	Pittsburgh, Pa.	R. L. MANIER.....	Syracuse, N. Y.
C. W. BENNETT.....	Detroit, Mich.	N. C. MCGOWEN.....	Shreveport, La.
HALE A. CLARK.....	Detroit, Mich.	F. X. METTENET.....	Chicago, Ill.
H. E. CLIFF.....	Newark, N. J.	D. H. MITCHELL.....	Hammond, Ind.
H. C. COOPER.....	Pittsburgh, Pa.	M. I. MIX.....	Chicago, Ill.
HUGH CUTHRELL.....	Brooklyn, N. Y.	WM. MOELLER, JR.....	Los Angeles, Calif.
W. E. DERWENT.....	Rockford, Ill.	B. J. MULLANEY.....	Chicago, Ill.
MERRILL N. DAVIS.....	Bradford, Pa.	HENRY OBERMEYER.....	New York, N. Y.
H. A. EHLMANN.....	New York, N. Y.	JAMES F. POLLARD.....	Seattle, Wash.
H. L. FARRAR.....	San Francisco, Calif.	J. V. POSTLES.....	Philadelphia, Pa.
O. H. FOGG.....	New York, N. Y.	W. FRANK ROBERTS.....	Baltimore, Md.
JOHN A. FRY.....	Detroit, Mich.	J. F. ROONEY.....	New York, N. Y.
C. W. GALE.....	Knoxville, Tenn.	OTTO SNYDER.....	Albany, N. Y.
F. M. GOODWIN.....	Boston, Mass.	W. E. STEINWEDELL.....	Cleveland, Ohio
F. L. GRIFFITH.....	Chicago, Ill.	JOHN K. SWANSON.....	Saskatoon, Canada
ROBERT W. HENDEE.....	Colorado Springs, Colo.	FRANK H. TREMBLY, JR.....	Philadelphia, Pa.
C. W. HUNTER.....	Philadelphia, Pa.	GEORGE E. WELKER.....	Oil City, Pa.
		T. R. WEYMOUTH.....	New York, N. Y.

## AFFILIATED ASSOCIATIONS

### Association of Gas Appliance and Equipment Manufacturers

Pres.—W. E. Derwent, Geo. D. Roper Corp., Rockford, Ill.  
Exec. Sec.—C. W. Berghorn, 60 East 42nd St., New York, N. Y.

### Canadian Gas Association

Pres.—J. B. McNary, Canadian Meter Co., Ltd., Hamilton, Ont.  
Sec.-Tr.—G. W. Allen, 7 Astley Ave., Toronto.

### Empire State Gas and Electric Association

Pres.—Irving K. Peck, Binghamton Gas Works, Binghamton, N. Y.  
Chairman, Gas Section—F. F. Ingwall, Binghamton Gas Works, Binghamton, N. Y.  
Sec.—George H. Smith, Grand Central Terminal, New York, N. Y.

### Gas Meters Association of Florida and South Georgia

Pres.—C. D. Littlefield, Peoples Gas Co., Miami Beach, Fla.  
Sec.—H. Stuart Johnson, Florida Public Service Co., Orlando, Fla.

### Illinois Public Utilities Association

Pres.—E. F. Kelly, Central Illinois Public Service Co., Springfield, Ill.  
Sec.—Jack Abbey, Room 608, Illinois Building, Springfield, Ill.

### Indiana Gas Association

Pres.—E. C. Weston, Indiana Gas Utilities, Richmond, Ind.  
Sec.-Tr.—H. Wayne Thornburg, Central Indiana Gas Co., Anderson, Ind.

### Michigan Gas Association

Pres.—Fred P. Cope, Consumers Power Co., Saginaw, Mich.  
Sec.-Tr.—A. G. Schroeder, Michigan Consolidated Gas Co., Grand Rapids, Mich.

### Maryland Utilities Association

Pres.—J. A. Stoll, Baltimore Transit Co., Baltimore, Md.  
Sec.—W. D. Haley, 16 Carroll Ave., Takoma Park, Md.

### Mid-Southeastern Gas Association

Pres.—S. L. Duckett, Duke Power Co., Charlotte, N. C.  
Sec.-Treas.—Edward W. Ruggles, Mid-Southeastern Gas Association, Raleigh, N. C.

### Mid-West Gas Association

Pres.—C. B. Dushane, Jr., American Meter Co., Chicago, Ill.  
Sec.-Tr.—Roy B. Searing, Sioux City Gas & Electric Co., Sioux City, Iowa.

### Missouri Association of Public Utilities

Pres.—B. C. Adams, The Gas Service Co., Kansas City, Mo.  
Sec.-Tr.—N. R. Beagle, Missouri Power & Light Co., Jefferson City, Mo.  
Asst. Sec.—Jesse Blythe, 103 West High St., Jefferson City, Mo.

### New England Gas Association

Pres.—J. A. Weiser, The Newport Gas Light Co., Newport, R. I.  
Exec. Sec.—Clark Belden, 41 Mt. Vernon St., Boston, Mass.

### New Jersey Gas Association

Pres.—Frank H. Darlington, Peoples Gas Co., Glassboro, N. J.  
Sec.-Tr.—H. A. Sutton, Public Service Electric and Gas Co., Newark, N. J.

### Ohio Gas and Oil Men's Association

Pres.—T. C. Jones, The Delaware Gas Co., Delaware, Ohio.  
Sec.-Tr.—Frank B. Maullar, 811 First National Bank Bldg., Columbus, Ohio.

### Oklahoma Utilities Association

Pres.—Frank B. Long, Oklahoma Natural Gas Co., Tulsa, Okla.  
Sec.—Kate A. Niblack, 625 Biltmore Hotel, Oklahoma City, Okla.

### Pacific Coast Gas Association

Pres.—Robert A. Hornby, Pacific Lighting Corp., San Francisco, Calif.  
Mang. Dir.—Clifford Johnstone, 447 Sutter St., San Francisco, Calif.

### Pennsylvania Gas Association

Pres.—M. A. Boylan, Scranton-Spring Brook Water Service Co., Scranton, Pa.  
Sec.—William Naile, Lebanon Valley Gas Co., Lebanon, Pa.

### Pennsylvania Natural Gas Men's Association

Pres.—W. H. Haupt, Acme Drilling Co., Coudersport, Pa.  
Sec.-Tr.—B. H. Smyers, Jr., 435 Sixth Ave., Pittsburgh, Pa.

### Southern Gas Association

Pres.—C. B. Wilson, Arkansas Louisiana Gas Co., Little Rock, Arkansas.  
Sec.-Tr.—L. L. Baxter, Arkansas Western Gas Co., Fayetteville, Ark.

### Wisconsin Utilities Association

Pres.—A. P. Gale, Wisconsin Power & Light Co., Madison, Wis.  
Exec. Sec.—A. F. Herwig, 135 West Wells St., Milwaukee, Wis.

# AMERICAN GAS ASSOCIATION

HEADQUARTERS, 420 LEXINGTON AVE., NEW YORK, N. Y.

## OFFICERS AND DIRECTORS

President	T. J. STRICKLER	Kansas City, Mo.
Vice-President	GEORGE F. MITCHELL	Chicago, Ill.
Vice-President	GEORGE S. HAWLEY	Bridgeport, Conn.
Treasurer	ERNEST R. ACKER	Brooklyn, N. Y.
Assistant Treasurer	JOSEPH E. LLEWELLYN	Brooklyn, N. Y.
Managing Director	ALEXANDER FORWARD	New York, N. Y.
Secretary	KURWIN R. BOYES	New York, N. Y.
Director, Publicity Adv.	C. W. PERSON	New York, N. Y.
Director, Home Appl. Pl. Bur.	J. W. WEST, Jr.	New York, N. Y.
Sectional Vice-Pres.	F. N. KILLER	Philadelphia, Pa.
Sectional Vice-Pres.	R. J. RUTHERFORD	Worcester, Mass.
Sectional Vice-Pres.	H. CARL WOLF	Atlanta, Ga.
Sectional Vice-Pres.	HARRY D. HANCOCK	New York, N. Y.
Sectional Vice-Pres.	D. P. HARTSON	Pittsburgh, Pa.

FRANK H. ADAMS	Toledo, Ohio	R. H. HARGROVE	Houston, Texas
JOHN W. BATTEN	Detroit, Mich.	D. W. HARRIS	Shreveport, La.
WALTER C. BECKJORD	New York, N. Y.	CONRAD N. LAUER	Philadelphia, Pa.
JAMES B. BLACK	San Francisco, Calif.	H. N. MALLON	Bradford, Pa.
A. E. BRIDGE	Los Angeles, Calif.	CLIFFORD E. PAIGE	Brooklyn, N. Y.
JAMES A. BROWN	New York, N. Y.	FRANK H. PAYNE	Erie, Pa.
C. M. COHN	Baltimore, Md.	HERMAN RUSSELL	Rochester, N. Y.
H. L. DICKERSON	New York, N. Y.	LOUIS RUTHENBURG	Evansville, Ind.
L. B. EICHENGREEN	Philadelphia, Pa.	N. T. SELLMAN	New York, N. Y.
C. E. GALLAGHER	Cleveland, Ohio	MARCY L. SPERRY	Washington, D. C.
N. HENRY GELLERT	Philadelphia, Pa.	P. S. YOUNG	Newark, N. J.

## SECTION OFFICERS

ACCOUNTING—Chairman	E. N. KELLER	Philadelphia, Pa.
Vice-Chairman	LYMAN L. DYER	Dallas, Texas
Secretary	O. W. BREWER	New York, N. Y.
COMMERCIAL—Chairman	R. J. RUTHERFORD	Worcester, Mass.
Vice-Chairman	E. J. BOYER	Minneapolis, Minn.
Secretary	J. W. WEST, Jr.	New York, N. Y.
INDUSTRIAL GAS—Chairman	H. CARL WOLF	Atlanta, Ga.
Vice-Chairman	GEORGE F. B. OWENS	Brooklyn, N. Y.
Secretary	EUGENE D. MILENER	New York, N. Y.
MANUFACTURERS—Chairman	W. E. DERWENT	Rockford, Ill.
NATURAL GAS—Chairman	HARRY D. HANCOCK	New York, N. Y.
Vice-Chairman	J. FRENCH ROBINSON	Pittsburgh, Pa.
Secretary	E. H. POE	New York, N. Y.
TECHNICAL—Chairman	D. P. HARTSON	Pittsburgh, Pa.
Vice-Chairman	HAROLD L. GAIDRY	New Orleans, La.
Secretary	A. GORDON KING	New York, N. Y.
PUBLICITY AND ADVERTISING COMMITTEE—Chairman	C. A. TATTERSALL	New York, N. Y.

A. G. A. TESTING LABORATORIES—1032 East 62nd Street, Cleveland, Ohio  
1425 Grande Vista Avenue, Los Angeles, Calif.

Chairman, Managing Committee	N. T. SELLMAN	New York, N. Y.
Director	R. M. CONNER	Cleveland, Ohio
Supervisor, Pacific Coast Branch	W. H. VOGAN	Los Angeles, Calif.

## WASHINGTON OFFICE:

George W. Bean, Fuel Consultant, Albee Bldg., Washington, D. C.



